YouGov

NORDICS

YouGov Best Brand Rankings 2026

Discover the top performing global brands over the last 12 months, with country-specific deep dives for Denmark, Finland, Norway, Sweden, and additional 9 key markets.

/Research Reality



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Australia, France, Germany
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Singapore, Spain
United Kingdom
United States of America



Foreword



Strong brands don't just perform – they connect. This year's Best Brand Rankings highlight the companies that have enjoyed lasting consumer appeal over the past 12 months.

Based on over six million interviews conducted across 28 markets, this report looks at overall brand health as measured by YouGov BrandIndex's daily tracking. Tech brands dominate the global top five: WhatsApp, Samsung, YouTube and Google reflect how deeply digital platforms are embedded in daily life.

This year, for this first time, we include the voice of the consumer at scale. Leveraging our AI-powered YouGov BrandIndex Voices feature, we reveal what consumers really think about the top-performing brands – highlighting key themes based on answers from hundreds of respondents.

These are the actual views of real consumers. Since founding YouGov 25 years ago, I've believed panel quality is everything in research. Real people with verified identities create powerful accuracy.

Congratulations to all recognized brands."

Stephan Shakespeare
CEO and Co-founder, YouGov

Get in touch

Explore brand tracking

Why YouGov?

YouGov is a market research and analytics company powered by reality: insight from real people, captured in real time, built to hold up when decisions matter. Because quality is easy to claim and hard to prove, we don't just publish data we stand behind it: an owned, highly engaged panel, rigorous quality controls, and technology that strengthens the human response instead of distorting it.

Get in touch



Real people

Highly engaged panel members share true reflections of their reality rooted in an ongoing relationship, not one-off transactions.



Accurate data

Data you can trust with confidence. Designed for representativeness, integrity and accuracy, and backed by a system built to prove it.



Pioneering tech & AI

Always-on technology that strengthens real-world insight keeping the data clean, scaling analysis, and avoiding the distortions that come from weak inputs.



Award-winning experts

Research experts who turn robust data into usable decisions tailoring delivery, interpreting change, and making insights actionable in the real world.

/Research Reality



Top global brands 2026

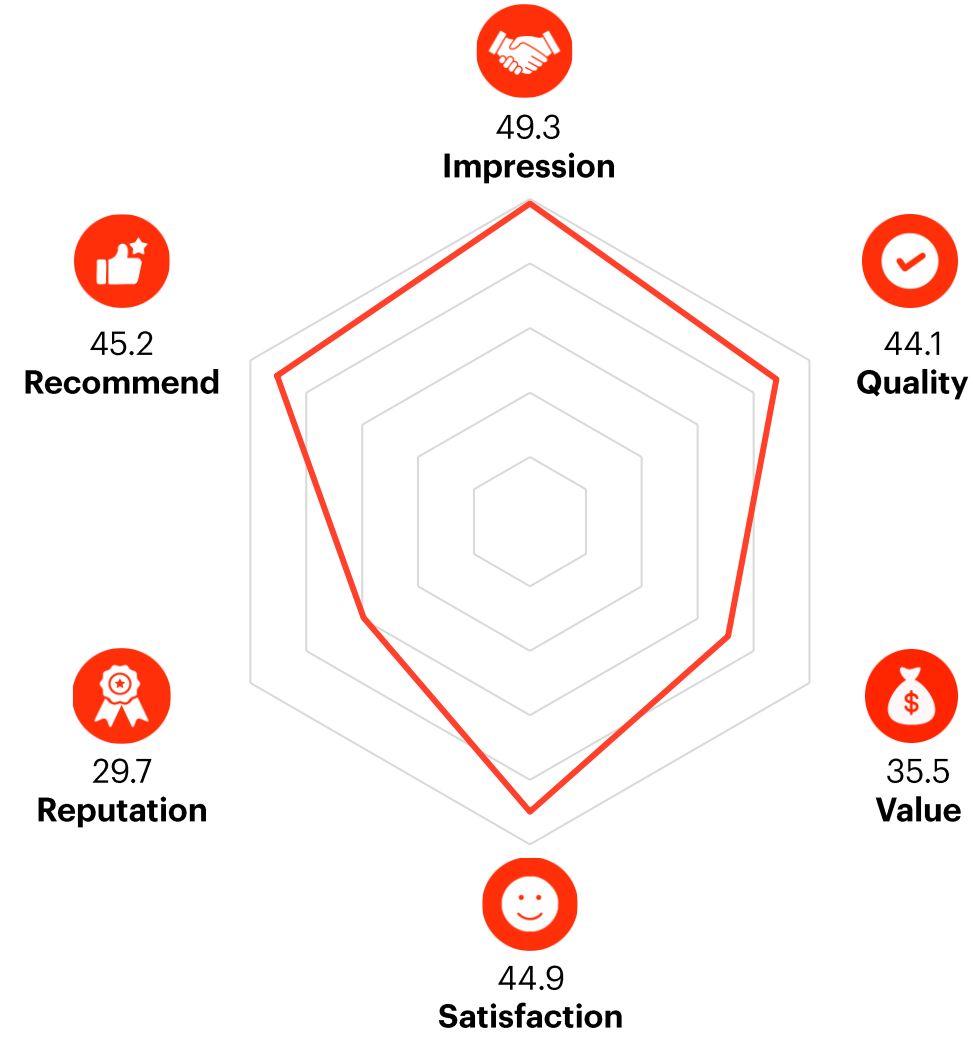
Based on average Index score of brands tracked in a minimum of 10 markets.

#1: WhatsApp

41.5

Average Index score

Top performing markets > **Indonesia India**



YouGov BrandIndex, January 1, 2025 – December 31, 2025. Global averages based on tracked markets. n> 3,400.

WhatsApp: Voice of the consumer

AI interviewer summary

WhatsApp has become the invisible backbone of everyday communication because its simple, reliable design lets people private text, voice, and video call effortlessly, and stay connected across distances without cost or complexity. Its main challenge isn't WhatsApp's functionality, but persuading others to adopt it amid app fatigue.

Based on 100+ AI-led interviews

Key themes

1. Reliability, account portability, and spam control

18%	6.5/10	6.5/10
voice share	sentiment	engagement

2. Group and community coordination

18%	6.5/10	6.5/10
voice share	sentiment	engagement

3. International reach and cost savings

16%	7.5/10	9/10
voice share	sentiment	engagement

In their own words

"WhatsApp feels simpler and more personal. Apps like Facebook Messenger or Instagram feel more mixed in with social media, ads, and people I don't talk to often. WhatsApp stays focused on just messaging, which I like. Text messaging works too, but it can feel limited, especially with group chats or sending photos and videos. WhatsApp handles those better and works the same whether someone is local or international."
– Female, 35-44

YouGov BrandIndex Voices, January 2–9, 2026. US adults who have a positive impression of WhatsApp. n> 100.
This analysis was completed with AI, AI can make mistakes.
Voice share measures the proportion of total conversation that focused on a given theme.
Sentiment score measures the overall emotional tone expressed toward a theme, from anger or frustration to enthusiastic delight.
Engagement score measures how "interested" or "involved" participants are with a theme, from passing references to passionate discussion.

Discover the 'why' behind your brand data
Explore real quotes from real consumers, analyzed at scale by our AI interviewer.
Learn more. ›

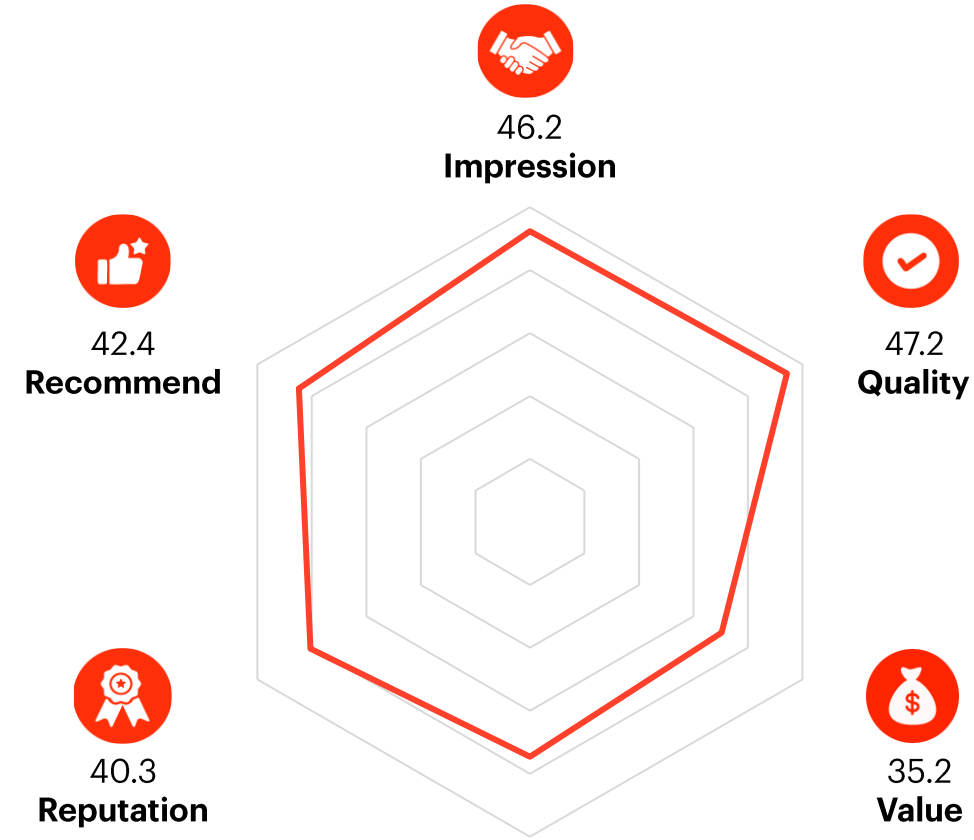
#2:

Samsung

41.4

Average Index score

Top performing markets > **Indonesia Philippines**



YouGov BrandIndex, January 1, 2025 – December 31, 2025. Global averages based on tracked markets. n> 1,800.

Samsung: Voice of the consumer

AI interviewer summary

Samsung has built deep trust through long-lasting, seamlessly connected products that reliably impress in everyday use, especially among older consumers. But rising prices, constant comparison to Apple's aspirational pull, and durability that limits repeat purchases leave the brand feeling safe and functional rather than emotionally compelling—strong at keeping loyalists, weaker at attracting new ones.

Based on 300+ AI-led interviews

Key themes

1. Reliability and longevity

16%	9/10	7/10
voice share	sentiment	engagement

2. TV & home entertainment

15%	8/10	8/10
voice share	sentiment	engagement

3. Ease of everyday use & hardware design

14%	8/10	7/10
voice share	sentiment	engagement

In their own words

"I own several Samsung products and recently purchased a Samsung dishwasher. I have been very pleased with all Samsung products so far, but the dishwasher exceeded all my expectations. I have had a multitude of different branded dishwashers and they all eventually disappointed me. My new Samsung is totally amazing in how effectively it always super cleans my dishes."
– Male, 55+

Discover the 'why' behind your brand data
Explore real quotes from real consumers, analyzed at scale by our AI interviewer.
Learn more. ›

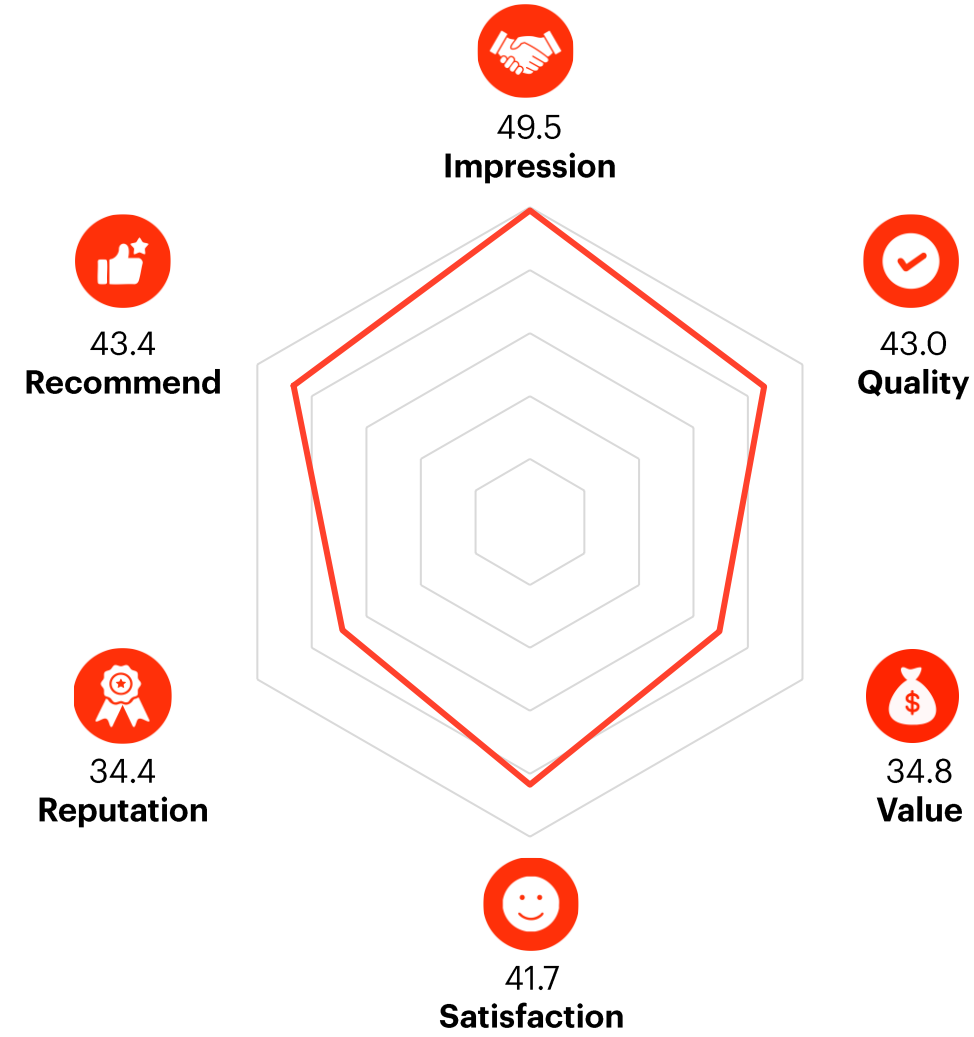
YouGov BrandIndex Voices, January 2–9, 2026. US adults who have a positive impression of Samsung. n> 340.
This analysis was completed with AI, AI can make mistakes.
Voice share measures the proportion of total conversation that focused on a given theme.
Sentiment score measures the overall emotional tone expressed toward a theme, from anger or frustration to enthusiastic delight.
Engagement score measures how "interested" or "involved" participants are with a theme, from passing references to passionate discussion.

#3:
YouTube

41.1

Average Index score

Top performing markets > **Thailand**
India



YouGov BrandIndex, January 1, 2025 – December 31, 2025. Global averages based on tracked markets. n> 4,900.

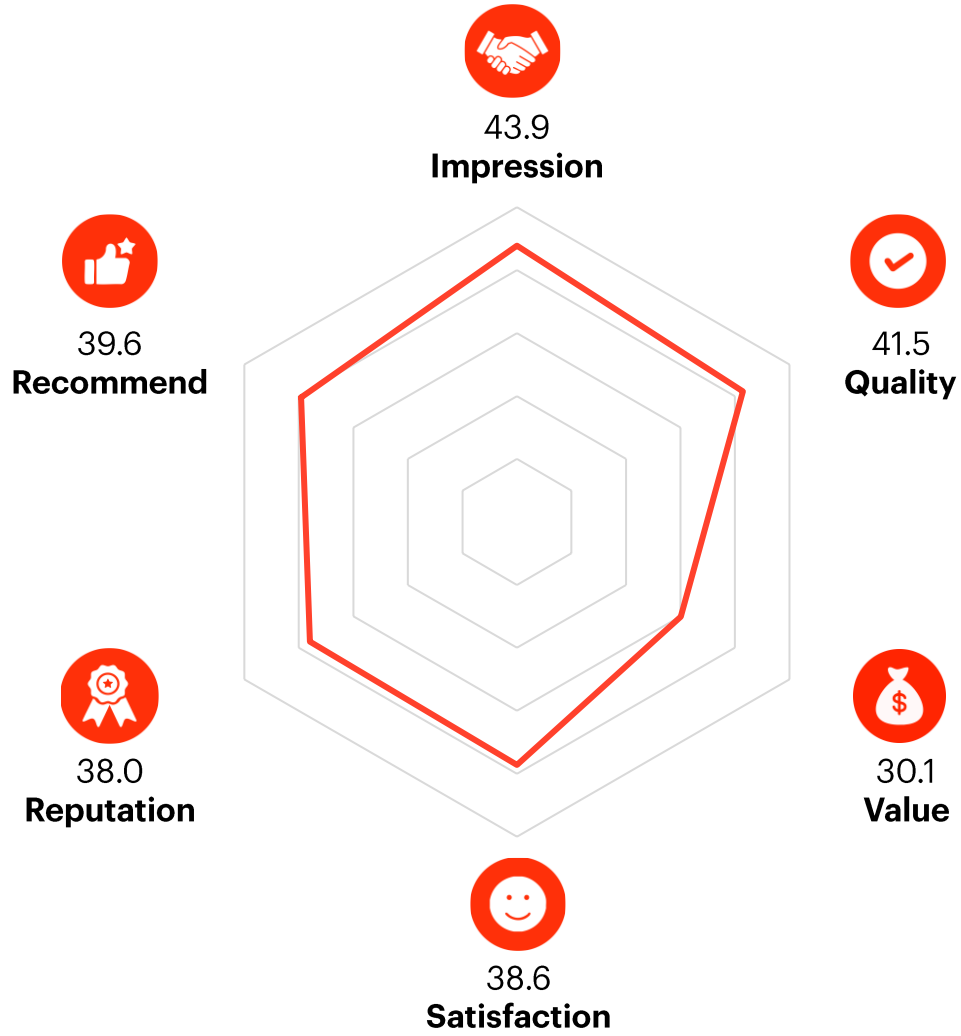
#4:

Google

38.6

Average Index score

Top performing markets > **India** **Thailand**



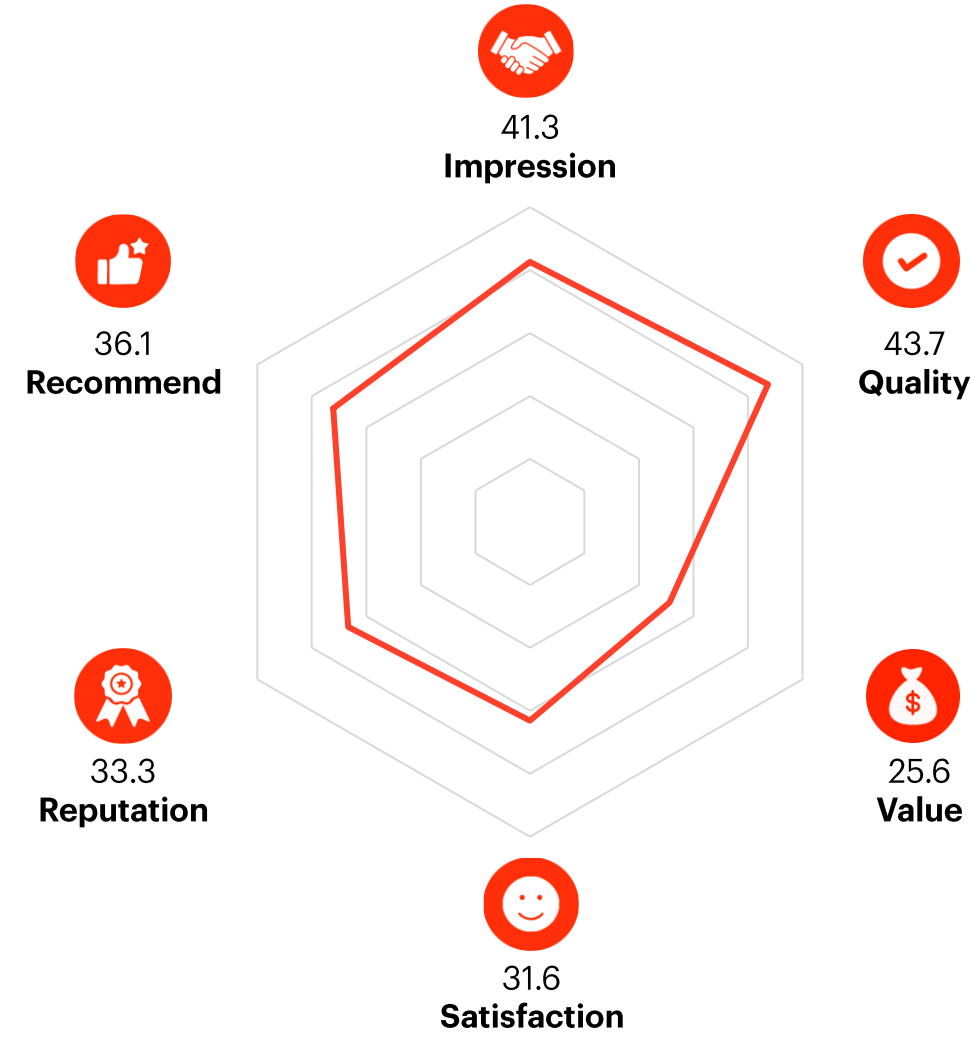
YouGov BrandIndex, January 1, 2025 – December 31, 2025. Global averages based on tracked markets. n> 1,800.

#5: adidas

35.3

Average Index score

Top performing markets > **Saudi Arabia UAE**



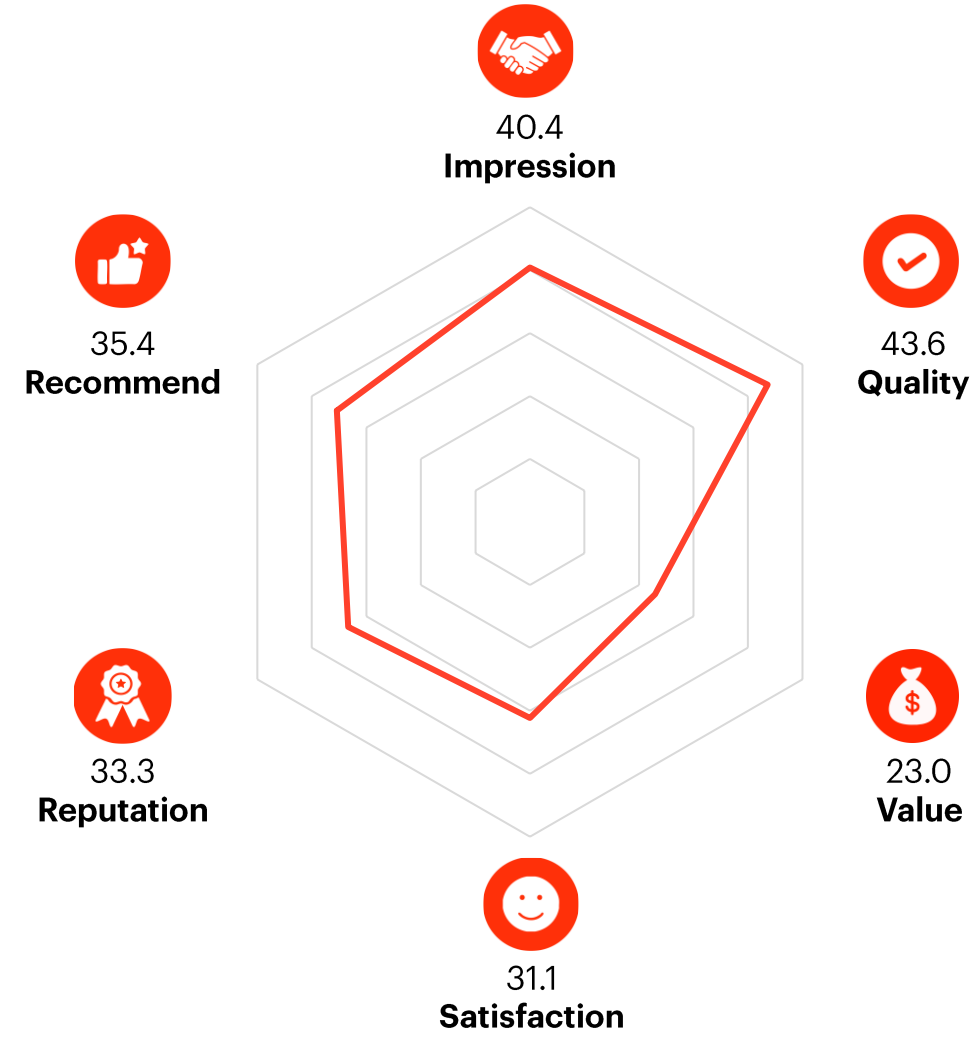
YouGov BrandIndex, January 1, 2025 – December 31, 2025. Global averages based on tracked markets. n> 3,400.

#6:
Nike

34.5

Average Index score

Top performing markets > **Mexico UAE**



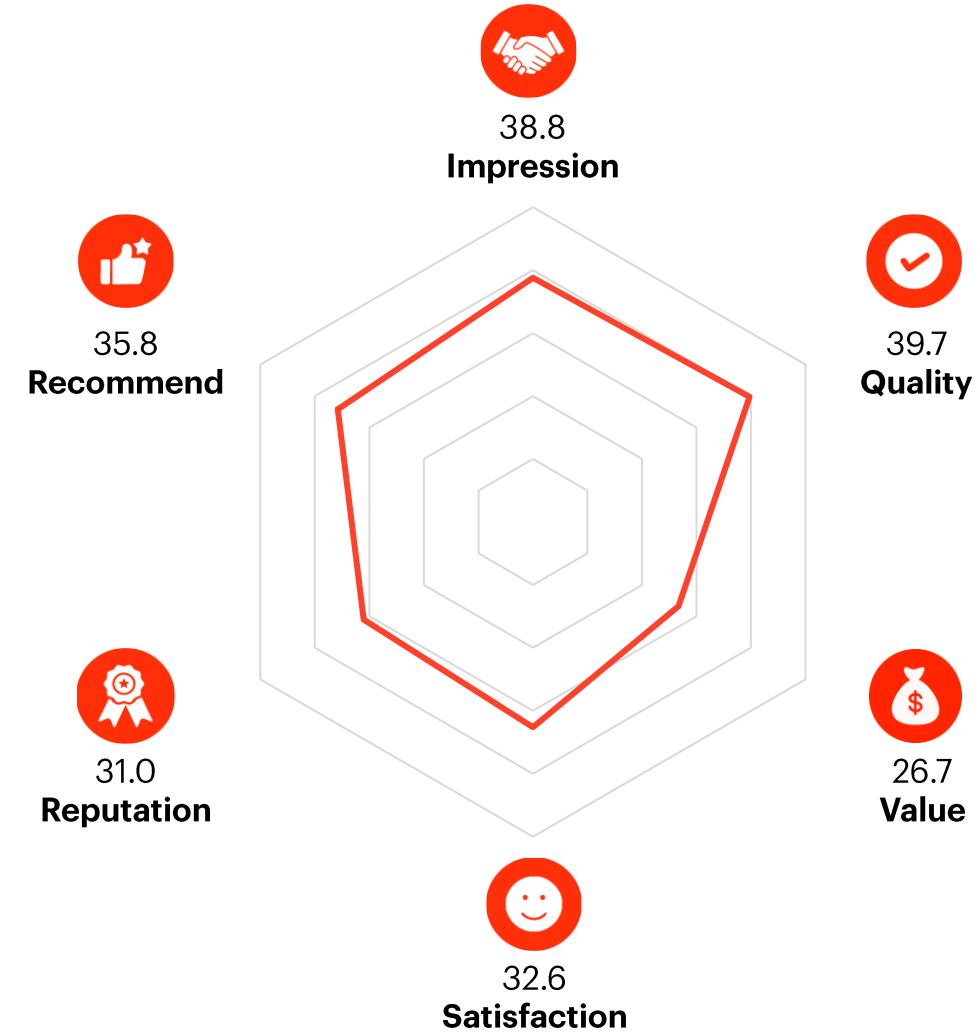
YouGov BrandIndex, January 1, 2025 – December 31, 2025. Global averages based on tracked markets. n> 3,400.

#7:
Netflix

34.1

Average Index score

Top performing markets > **Brazil**
Mexico



YouGov BrandIndex, January 1, 2025 – December 31, 2025. Global averages based on tracked markets. n> 3,300.

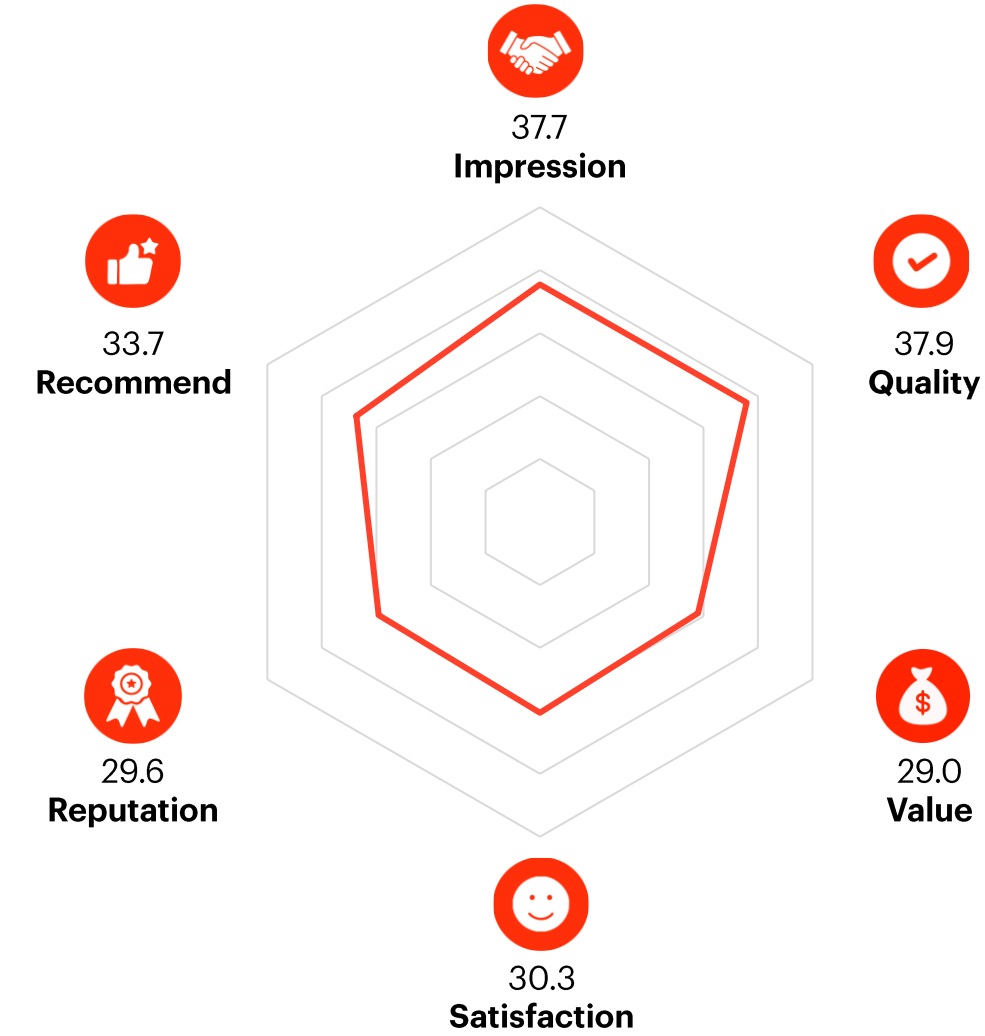
#8:

Dettol

33.0

Average Index score

Top performing markets > **Egypt UAE**



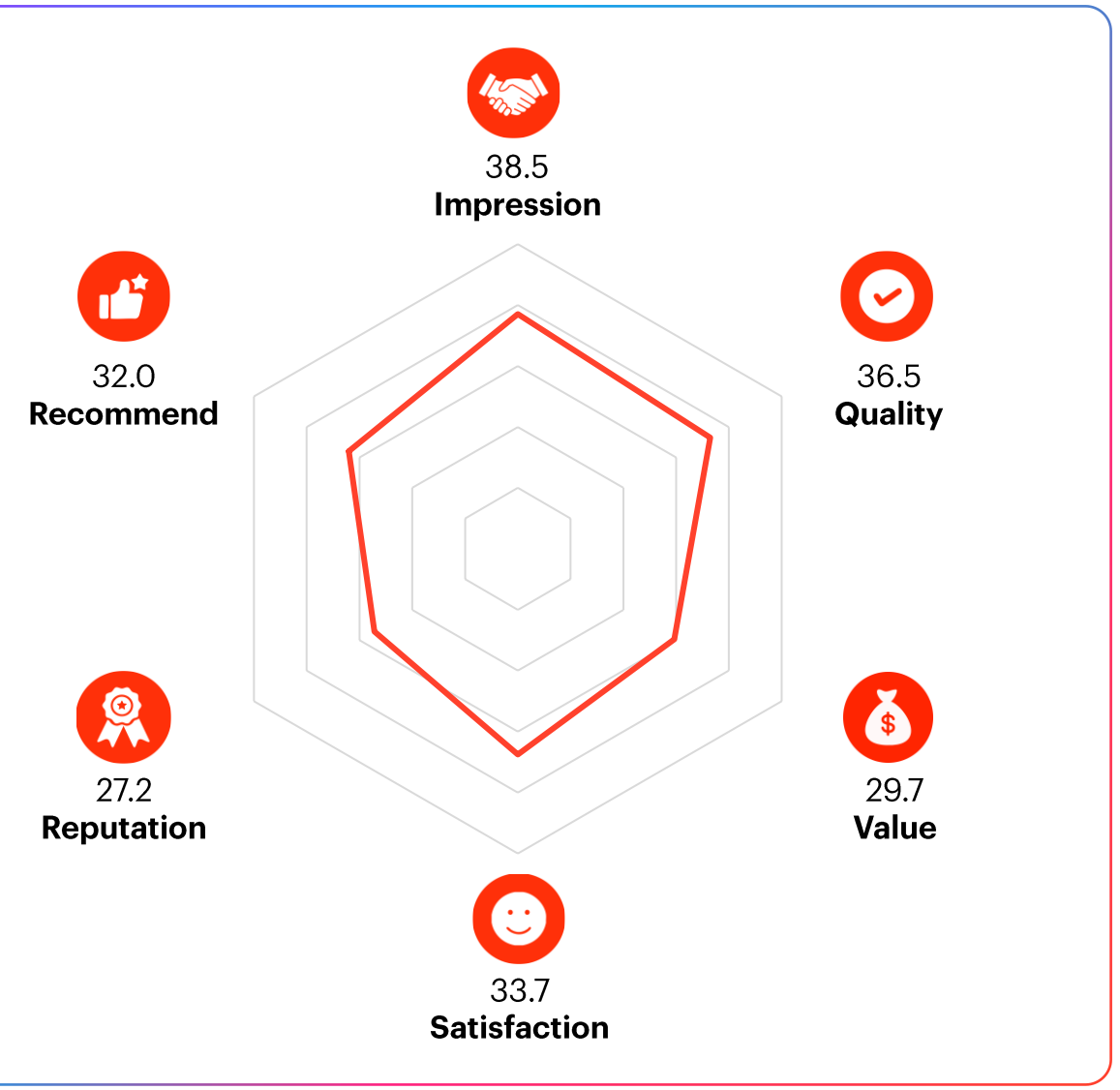
YouGov BrandIndex, January 1, 2025 – December 31, 2025. Global averages based on tracked markets. n> 5,200.

#9:
Colgate

32.9

Average Index score

Top performing markets > **Philippines**
Brazil



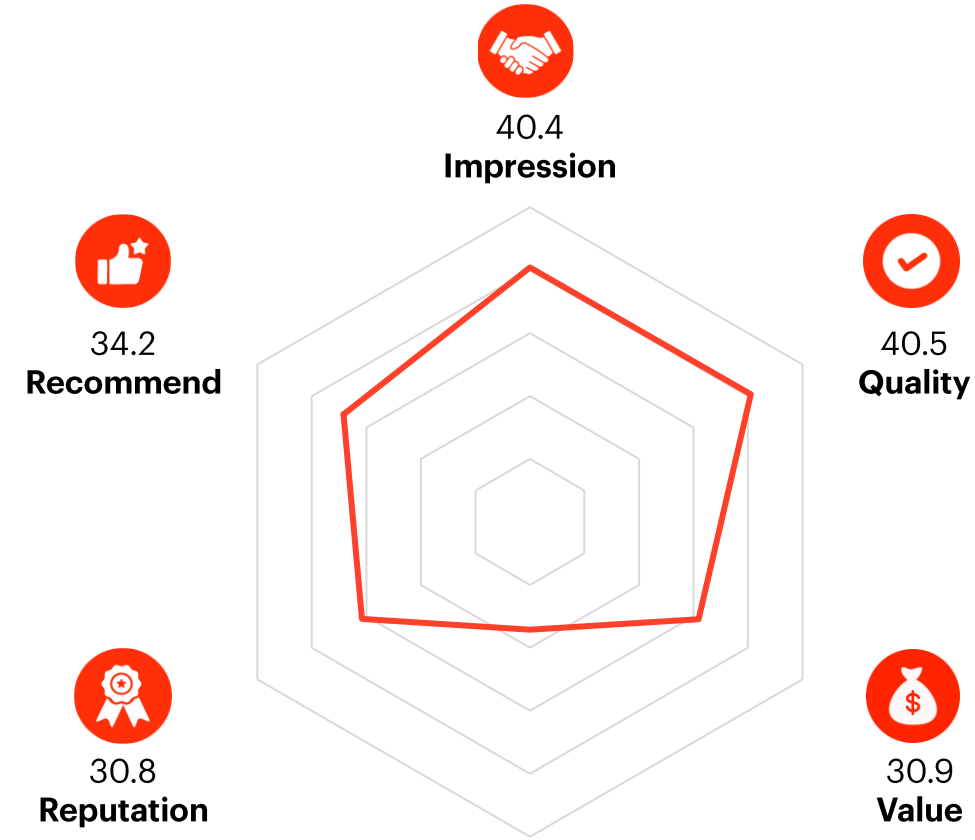
YouGov BrandIndex, January 1, 2025 – December 31, 2025. Global averages based on tracked markets. n> 3,400.

#10:
Toyota

32.3

Average Index score

Top performing markets > **Philippines**
Australia



YouGov BrandIndex, January 1, 2025 – December 31, 2025. Global averages based on tracked markets. n> 3,500.

YouGov Best Brand Rankings 2026: 1-10

The top 10 global brands based on average Index score for the last 12 months.

Rank	Brand	Average Index score	Percentage point change (2025 vs 2024)
1	WhatsApp	**41.5**	-0.3%
2	Samsung	**41.4**	0.1%
3	YouTube	**41.1**	-1.2%
4	Google	**38.6**	-5.1%
5	adidas	**35.3**	-0.4%
6	Nike	**34.5**	-2.3%
7	Netflix	**34.1**	2.7%
8	Dettol	**33.0**	-1.2%
9	Colgate	**32.9**	-2.7%
10	Toyota	**32.3**	2.8%

Explore brand tracking

YouGov BrandIndex, January 1, 2025 – December 31, 2025. Global averages based on tracked markets. n> 1,800.

YouGov Best Brand Rankings 2026: 11-50

The top 10 global brands based on average Index score for the last 12 months.

Rank	Brand	Average Index score	Percentage point change	Rank	Brand	Average Index score	Percentage point change	Rank	Brand	Average Index score	Percentage point change	Rank	Brand	Average Index score	Percentage point change
11	iPhone	**30.6**	-0.6%	21	Levi's	**25.9**	-4.7%	31	Panasonic	**23.1**	1.0%	41	Prime Video	**22.1**	-1.3%
12	Nivea	**30.5**	0.5%	22	Nintendo	**25.8**	0.0%	32	Visa	**23.0**	-1.1%	42	Coca-Cola	**21.8**	-1.8%
13	Oral-B	**30.4**	-1.3%	23	Philips	**25.3**	2.3%	33	Nescafé	**23.0**	4.7%	43	Puma	**20.9**	2.4%
14	IKEA	**30.1**	-0.4%	24	Amazon	**25.3**	-4.1%	34	Sensodyne	**22.8**	2.0%	44	Rexona	**20.9**	-2.2%
15	Amazon Prime	**30.1**	-1.1%	25	Oreo	**25.0**	1.9%	35	Lay's	**22.7**	3.4%	45	Heinz	**20.9**	-3.8%
16	Dove	**28.2**	-1.0%	26	Samsung Galaxy	**24.8**	1.5%	36	Bosch	**22.6**	3.1%	46	Snickers	**20.7**	-0.4%
17	Gillette	**27.9**	-3.4%	27	Sony	**23.6**	0.5%	37	BMW	**22.4**	-1.5%	47	Canon	**20.7**	-1.2%
18	Apple	**27.9**	-3.5%	28	Mercedes-Benz	**23.5**	-2.0%	38	Microsoft	**22.3**	-5.0%	48	Nestlé	**20.5**	-3.8%
19	Instagram	**26.6**	-1.3%	29	PayPal	**23.3**	-8.5%	39	Uniqlo	**22.2**	3.5%	49	Facebook	**20.5**	-4.0%
20	KitKat	**26.0**	0.7%	30	LG	**23.2**	1.4%	40	Spotify	**22.1**	-3.7%	50	HP	**20.3**	-1.1%

Explore brand tracking

YouGov BrandIndex, January 1, 2025 – December 31, 2025. Global averages based on tracked markets. n> 1,800.

Missing the ‘why’ behind your brand performance?

Go beyond *what* people think of your brand and hear the real ***why*** behind changing perceptions - in your audience’s own words.

Real conversations, directed and analyzed by AI, reveal the narratives driving changes in brand Impression, Buzz, Ad Awareness and more, so you can act with confidence:

- Explain what changed and why
- Understand real attribution and channel impact
- Deepen brand awareness beyond recognition
- Test hypotheses with your audience, fast

Learn more



Top and most-improved brands by market

- Denmark
- Finland
- Norway
- Sweden



• Denmark Top 10 brands

The top 10 brands in Denmark based on average Impression, Quality, Value, Reputation, Satisfaction and Recommend scores for the last 12 months.

Rank	Brand	Overall Index score	Impression	Quality	Value	Reputation	Satisfaction	Recommend
1	REMA 1000	**47.6**	61.1	40.4	54.8	14.2	64.4	50.5
2	MobilePay	**42.8**	51.9	43.2	37.5	23.4	56.1	44.7
3	Matas	**41.6**	52.8	47.0	32.3	20.8	56.4	40.3
4	Lurpak	**36.6**	47.7	50.5	22.3	16.5	49.9	32.9
5	LEGO	**34.3**	44.3	46.6	19.7	34.9	27.8	32.5
6	Sygeforsikringen “danmark”	**34.1**	41.9	37.6	30.5	25.1	34.7	34.7
7	IKEA	**34.1**	45.1	20.3	40.4	13.2	49.1	36.3
8	DRTV	**34.0**	42.5	35.0	31.7	20.8	43.5	30.5
9	DR	**33.3**	42.3	36.1	28.9	24.9	40.7	27.0
10	Arla	**31.1**	37.4	40.2	22.8	16.1	44.3	25.9

YouGov BrandIndex, January 1, 2025 – December 31, 2025. n> 4,700

Get in touch Explore brand tracking

• Denmark Top 10 most-improved brands

The top 10 most-improved brands in Denmark based on year-on-year increase to Index scores.

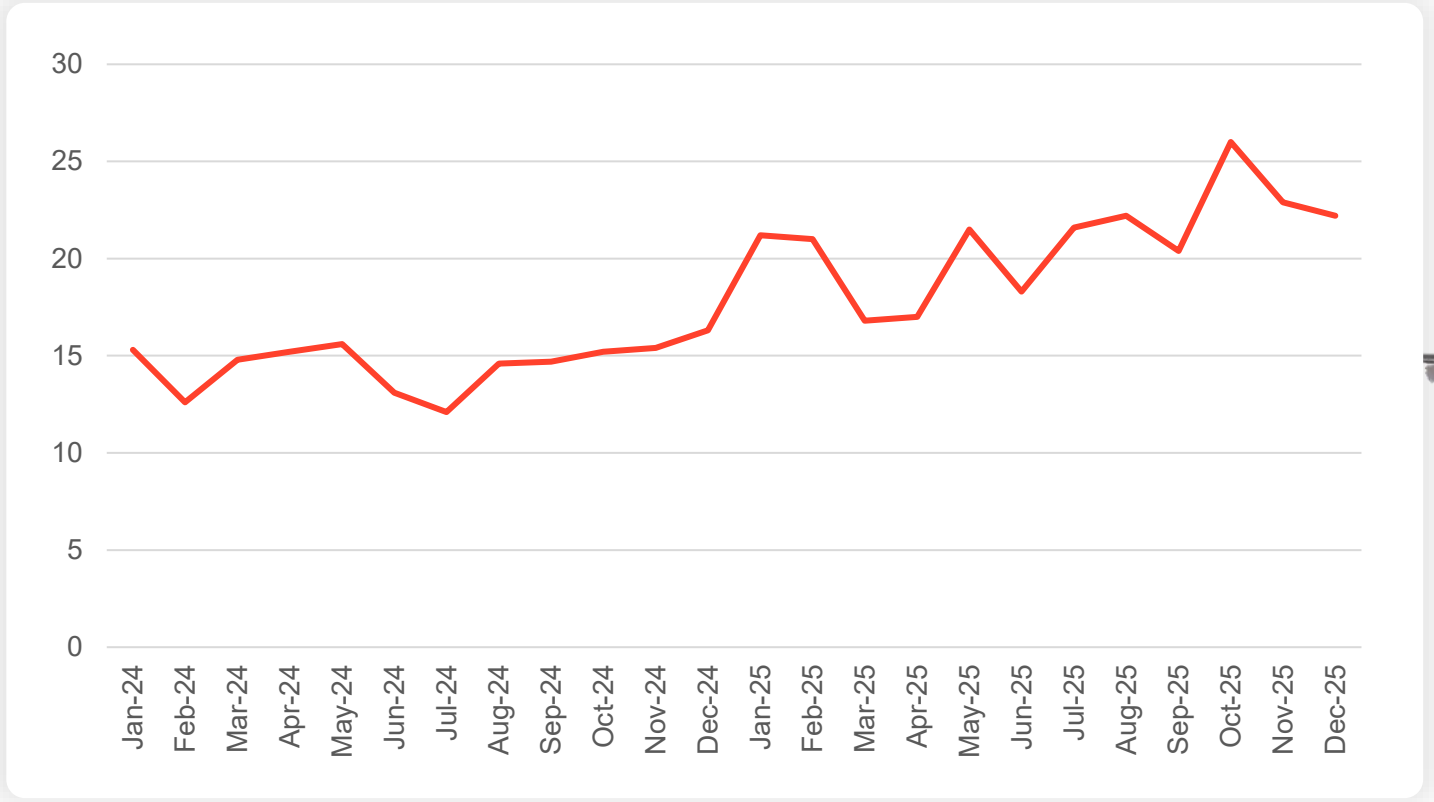
Rank	Brand	Index score 2025	Index score 2024	Increase
1	SAS	20.9	14.6	6.3
2	OK	26.3	22.4	3.9
3	MobilePay	42.8	39.6	3.2
4	Brugsen	8.7	5.6	3.1
5	Clever	11.6	8.7	2.9
6	DSB	4.9	2.4	2.5
7	Jyske Bank	5.3	3.1	2.2
8	nemlig.com	3.6	1.6	2.0
9	Norwegian	19.1	17.2	1.9
10	Nordea	2.8	1.1	1.7

YouGov BrandIndex, January 1, 2025 – December 31, 2025 vs previous year. n> 5,600

Get in touch Explore brand tracking

• Denmark SAS performance spotlight

Tracking SAS' year-on-year Index score increase of 6.3 points.





Want a performance snapshot for your brand?

Get in touch ›

YouGov BrandIndex, January 2024 – December 2025, Net Index score with monthly periodicity. n> 430

• Finland Top 10 brands

The top 10 brands in Finland based on average Impression, Quality, Value, Reputation, Satisfaction and Recommend scores for the last 12 months.

Rank	Brand	Overall Index score	Impression	Quality	Value	Reputation	Satisfaction	Recommend
1	Fiskars	59.6	70.0	69.3	55.6	47.7	56.5	58.5
2	Fazer	56.9	66.0	67.5	46.4	48.8	57.9	54.5
3	Valio	55.4	64.0	67.0	45.1	46.2	59.3	50.7
4	Prisma	53.9	63.4	54.9	57.3	35.5	58.9	53.2
5	Iittala	49.3	62.5	60.0	40.0	43.3	43.4	46.3
6	Arabia	48.1	60.9	61.4	37.9	42.9	40.6	44.7
7	Yle Areena	45.8	56.7	50.2	42.6	32.0	48.1	45.4
8	Abloy	45.4	57.5	59.0	41.2	39.2	33.3	42.1
9	Paulig	44.0	53.0	54.2	34.6	38.2	43.3	40.6
10	Samsung	42.3	48.2	49.0	41.7	35.4	38.5	41.1

YouGov BrandIndex, January 1, 2025 – December 31, 2025. n>3,500

Get in touch Explore brand tracking

Finland Top 10 most-improved brands

The top 10 most-improved brands in Finland based on year-on-year increase to Index scores.

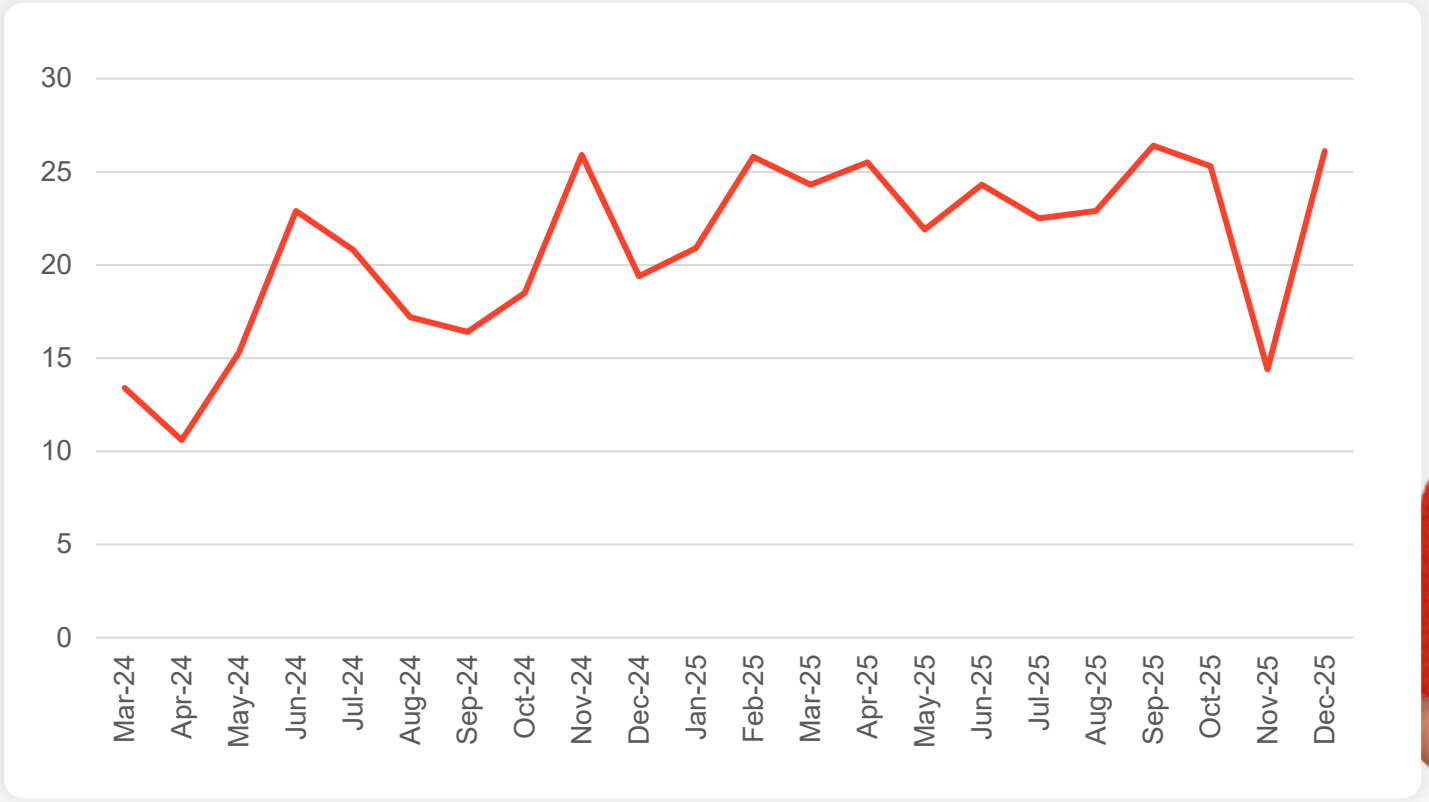
Rank	Brand	Index score 2025	Index score 2024	Increase
1	Coop	23.4	18.1	5.4
2	McDonald's	8.1	4.2	3.9
3	Nordea	7.1	3.4	3.7
4	TUI	13.1	9.4	3.7
5	Pepsi	28.0	24.4	3.6
6	Nestlé	4.2	0.9	3.4
7	Tjäreborg	18.7	15.3	3.4
8	Renault	1.3	-2.0	3.3
9	Unilever	5.2	2.0	3.3
10	Toyota	37.0	33.9	3.2

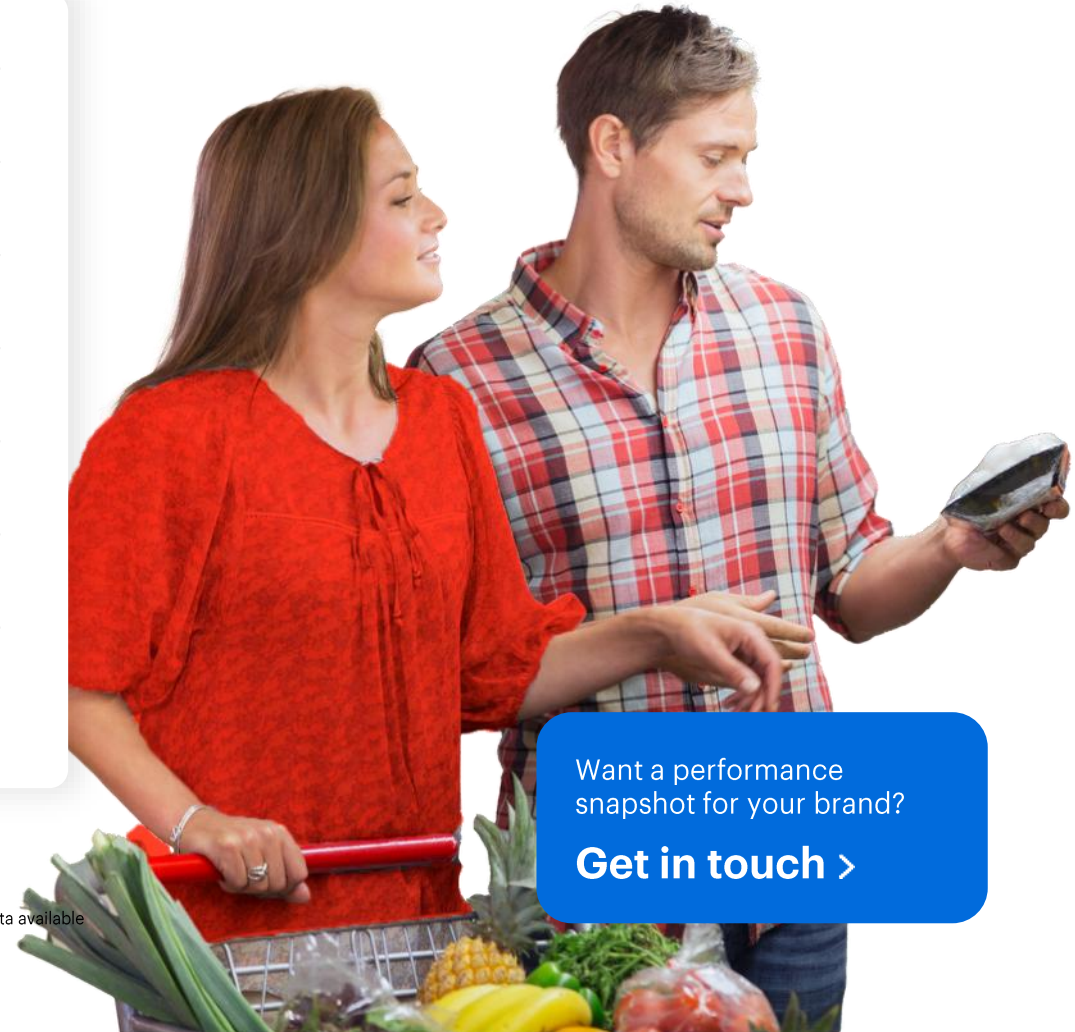
YouGov BrandIndex, January 1, 2025 – December 31, 2025 vs previous year. n>3,500

Get in touch Explore brand tracking

• Finland Coop performance spotlight

Tracking Coop's year-on-year Index score increase of 5.4 points.





Want a performance snapshot for your brand?

Get in touch ›

YouGov BrandIndex, March 2024 – December 2025, Net Index score with monthly periodicity. n> 270 Tracking of Coop on the Finnish market started in March 2024, no previous data available

• Norway Top 10 brands

The top 10 brands in Norway based on average Impression, Quality, Value, Reputation, Satisfaction and Recommend scores for the last 12 months.

Rank	Brand	Overall Index score	Impression	Quality	Value	Reputation	Satisfaction	Recommend
1	Vipps	**53.4**	63.6	55.7	43.7	32.4	68.6	56.6
2	FINN.no	**51.1**	66.3	46.1	47.1	29.2	59.1	59.0
3	NRK TV	**39.7**	47.9	43.1	31.4	29.9	48.2	37.9
4	Clas Ohlson	**36.2**	52.4	27.5	35.8	12.2	49.3	40.1
5	BankID	**36.1**	46.2	39.7	23.9	22.0	50.8	34.1
6	IKEA	**35.0**	47.2	25.7	41.2	13.7	44.4	37.7
7	Norwegian	**34.3**	43.4	33.8	29.6	20.1	43.0	36.0
8	Samsung	**34.1**	39.5	43.6	21.5	29.7	36.0	34.5
9	Tine	**33.8**	41.9	44.6	22.1	18.0	44.7	31.5
10	Kiwi	**33.3**	45.3	29.0	34.8	9.2	45.9	35.8

YouGov BrandIndex, January 1, 2025 – December 31, 2025. n>3,500

Get in touch Explore brand tracking

• Norway Top 10 most-improved brands

The top 10 most-improved brands in Norway based on year-on-year increase to Index scores.

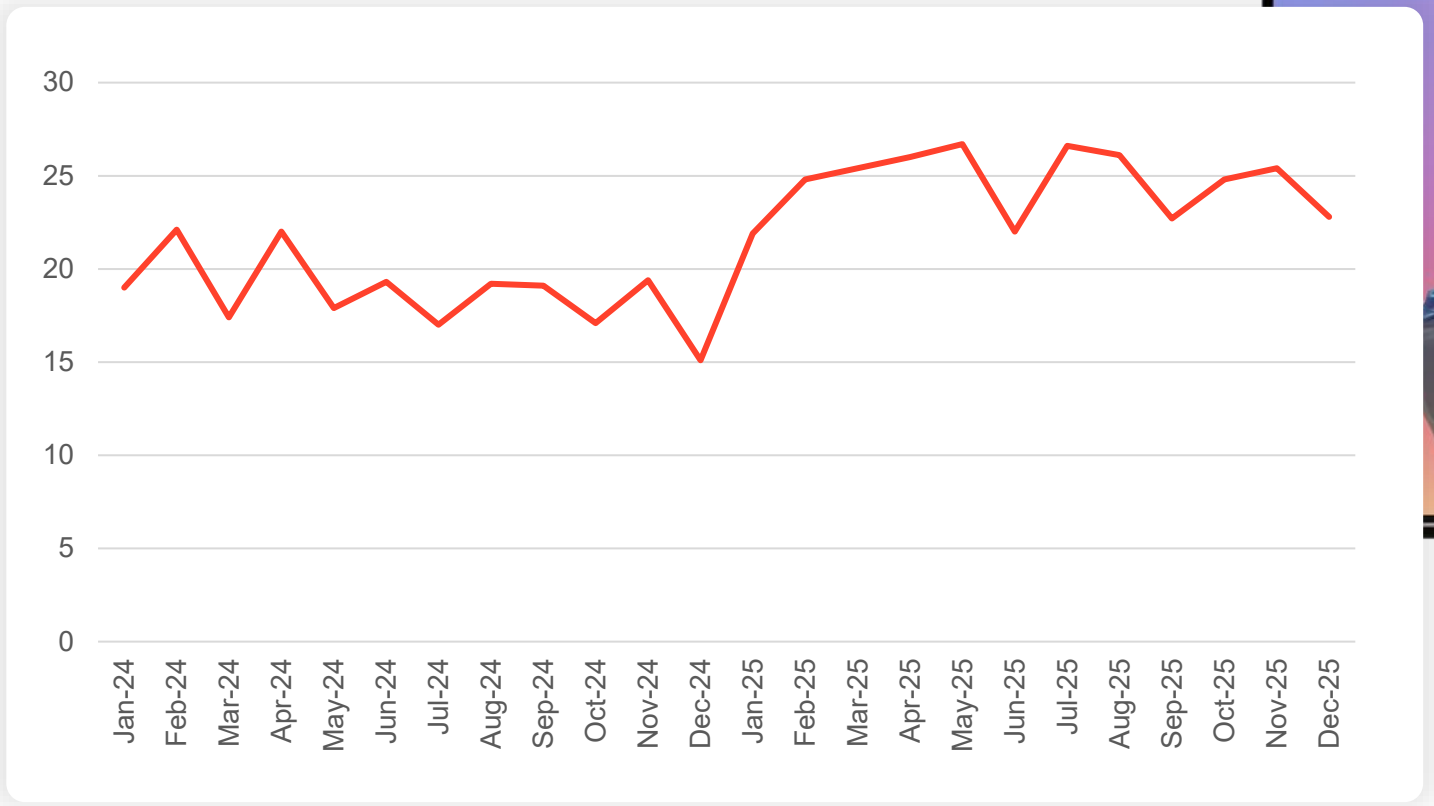
Rank	Brand	Index score 2025	Index score 2024	Increase
1	Sony	24.6	18.7	5.9
2	Philips	22.6	17.5	5.1
3	Electrolux	22.7	19.0	3.7
4	Canon	20.4	16.7	3.7
5	Bose	17.7	14.0	3.7
6	Nokia	12.5	8.8	3.7
7	Nikon	16.4	12.8	3.6
8	Panasonic	14.4	10.8	3.6
9	Siemens	18.6	15.1	3.5
10	LG	16.4	13.4	3.0

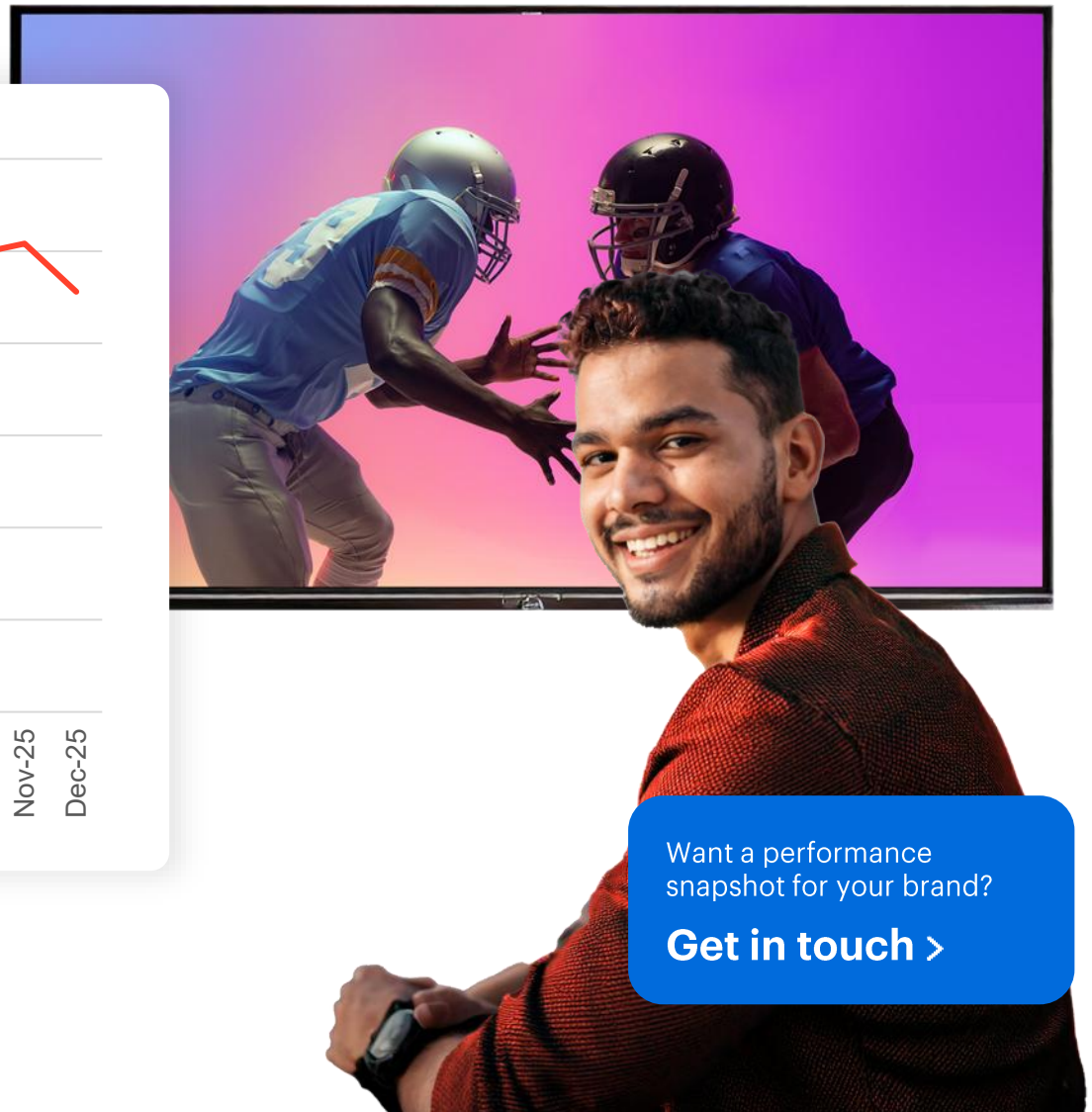
YouGov BrandIndex, January 1, 2025 – December 31, 2025 vs previous year. n>5,200

Get in touch Explore brand tracking

• Norway Sony performance spotlight

Tracking Sony's year-on-year Index score increase of 5.9 points.





Want a performance snapshot for your brand?

Get in touch >

YouGov BrandIndex, January 2024 – December 2025, Net Index score with monthly periodicity. n> 400

Sweden Top 10 brands

The top 10 brands in Sweden based on average Impression, Quality, Value, Reputation, Satisfaction and Recommend scores for the last 12 months.

Rank	Brand	Overall Index score	Impression	Quality	Value	Reputation	Satisfaction	Recommend
1	Swish	**43.9**	54.3	41.7	40.8	25.3	50.9	50.5
2	IKEA	**42.7**	50.7	39.8	43.1	30.5	46.2	45.7
3	Volvo	**39.4**	53.1	50.9	27.9	38.3	25.0	41.5
4	SVT Play	**37.3**	45.9	39.7	37.0	21.7	39.8	39.9
5	Wasabröd	**36.2**	43.9	40.2	31.3	22.6	40.3	38.8
6	ICA	**33.6**	45.3	40.5	21.2	15.7	42.9	35.8
7	Arla	**32.5**	39.5	38.3	26.5	17.8	40.3	32.8
8	Systembolaget	**31.7**	39.3	41.2	17.2	21.9	38.4	32.2
9	Pågen	**31.7**	40.9	34.5	24.1	18.6	37.7	34.3
10	Kungsörnen	**30.8**	38.7	34.9	24.9	18.4	35.7	32.2

YouGov BrandIndex, January 1, 2025 – December 31, 2025. n> 5,700.

Get in touch Explore brand tracking

Sweden Top 10 most-improved brands

The top 10 most-improved brands in Sweden based on year-on-year increase to Index scores.

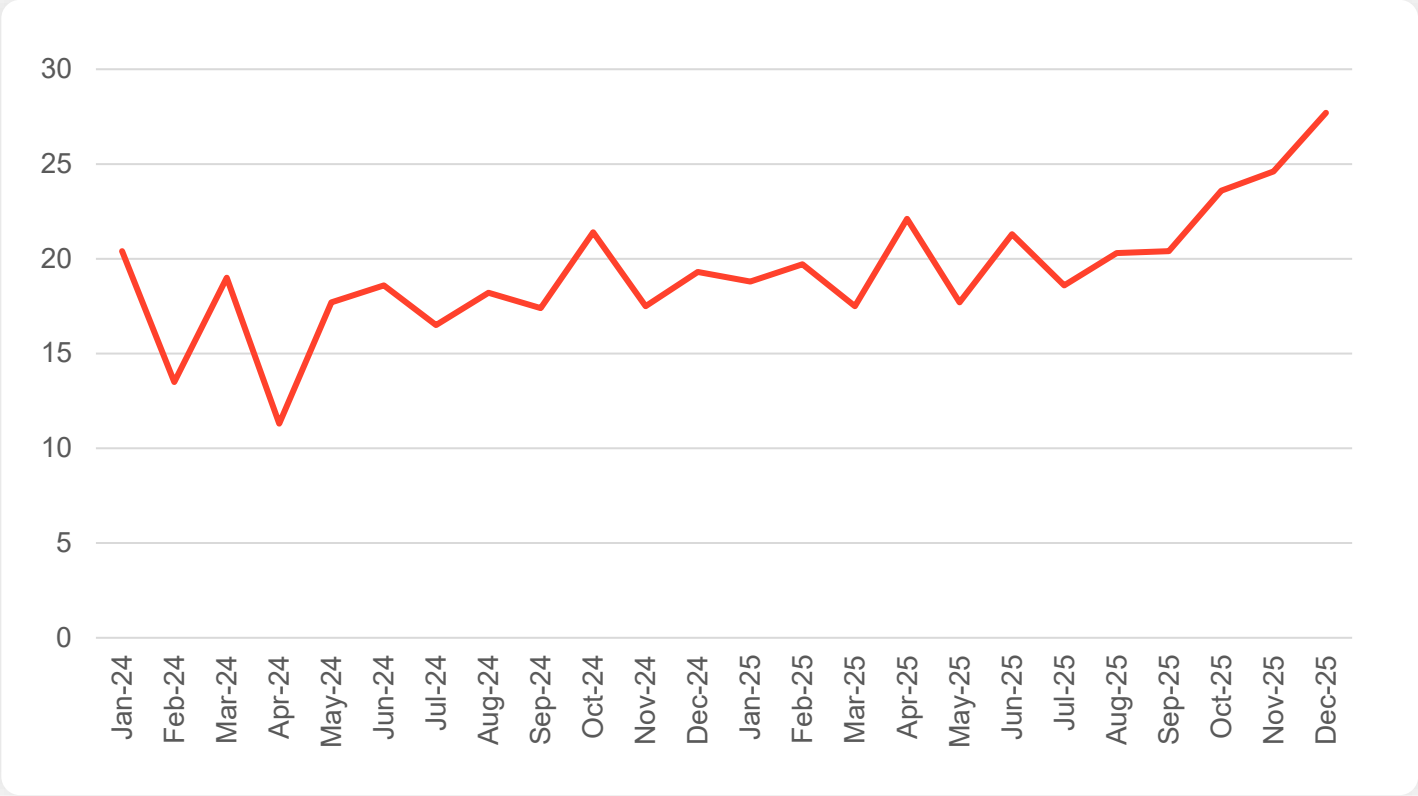
Rank	Brand	Index score 2025	Index score 2024	Increase
1	SAS	21.0	17.6	3.4
2	SJ	2.9	-0.5	3.4
3	BMW	17.4	15.0	2.4
4	Fortum	5.2	2.8	2.4
5	Zara	2.4	0.0	2.4
6	St1	9.8	7.6	2.2
7	FUN Light	7.8	5.6	2.2
8	adidas	23.7	21.7	2.0
9	Toyota	24.5	22.7	1.8
10	Volvo	39.4	37.7	1.7

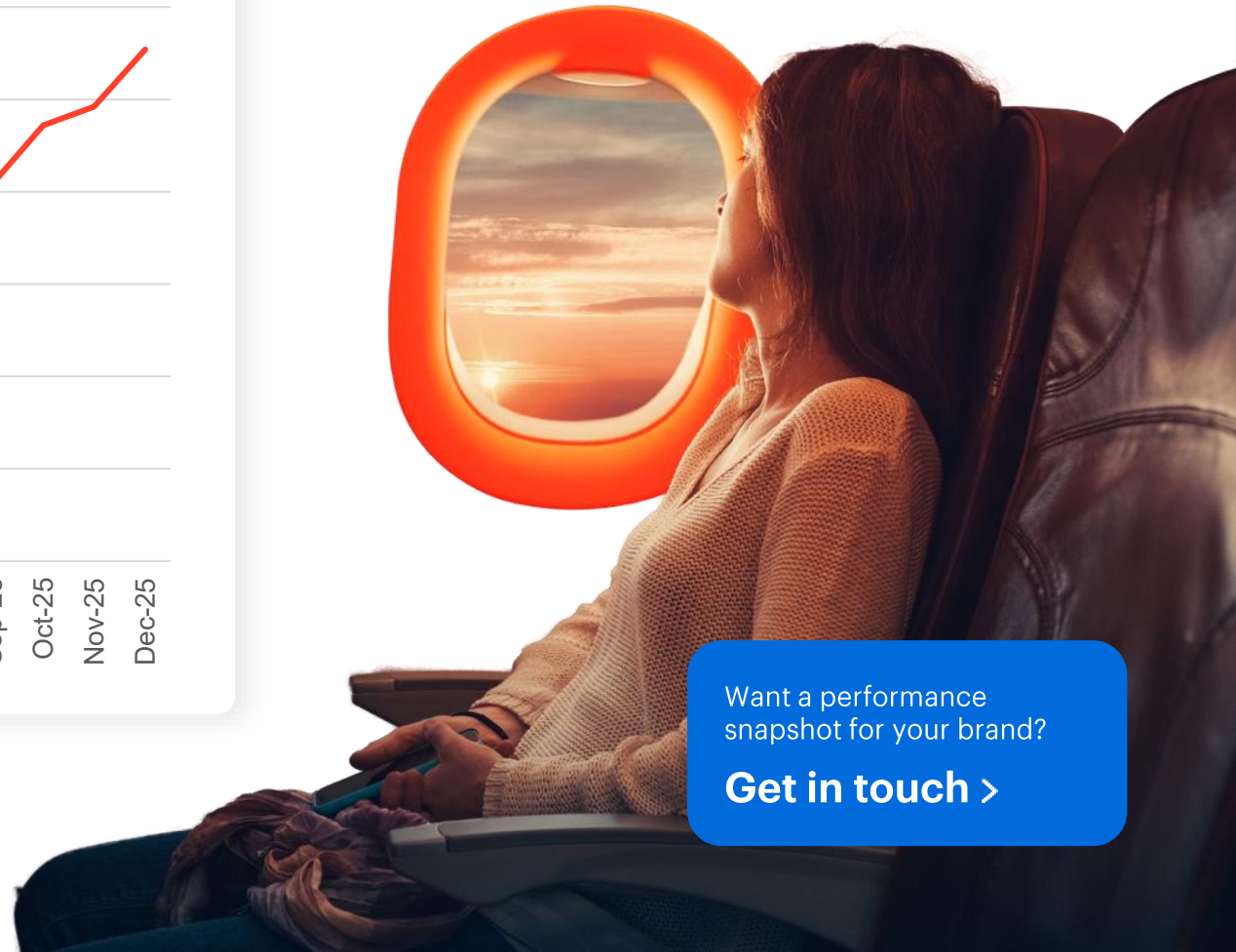
YouGov BrandIndex, January 1, 2025 – December 31, 2025 vs previous year. n> 5,500.

Get in touch Explore brand tracking

• Sweden SAS performance spotlight

Tracking SAS' year-on-year Index score increase of 3.4 points.





YouGov BrandIndex, January 2024 – December 2025, Net Index score with monthly periodicity. n> 500.

Top and most-improved brands by additional markets



- Australia
- France
- Germany
- Indonesia
- Kingdom of Saudi Arabia
- Singapore
- Spain
- United Kingdom
- United States of America

• Australia Top 10 brands

The top 10 brands in Australia based on average Impression, Quality, Value, Reputation, Satisfaction and Recommend scores for the last 12 months.

Rank	Brand	Overall Index score	Impression	Quality	Value	Reputation	Satisfaction	Recommend
1	Toyota	**48.9**	58.6	56.8	46.5	44.0	36.1	51.6
2	Samsung	**47.1**	53.5	52.5	41.4	42.2	45.1	47.8
3	Google	**46.5**	51.6	48.5	39.4	41.3	49.9	48.4
4	YouTube	**45.8**	52.7	46.4	40.8	36.2	49.9	49.0
5	Colgate	**43.7**	51.5	48.4	37.9	32.7	49.2	42.2
6	Bunnings	**43.6**	51.0	40.4	42.9	29.6	51.2	46.8
7	Cadbury	**40.3**	49.4	46.6	20.7	37.1	46.1	42.2
8	Panadol	**39.6**	48.3	44.8	32.7	26.9	44.8	40.3
9	PayPal	**38.7**	42.4	39.4	36.8	30.3	42.3	40.8
10	Aldi	**38.6**	46.2	33.2	46.3	20.9	43.8	41.3

YouGov BrandIndex, January 1, 2025 – December 31, 2025. n> 9,400.

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• Australia Top 10 most-improved brands

The top 10 most-improved brands in Australia based on year-on-year increase to Index scores.

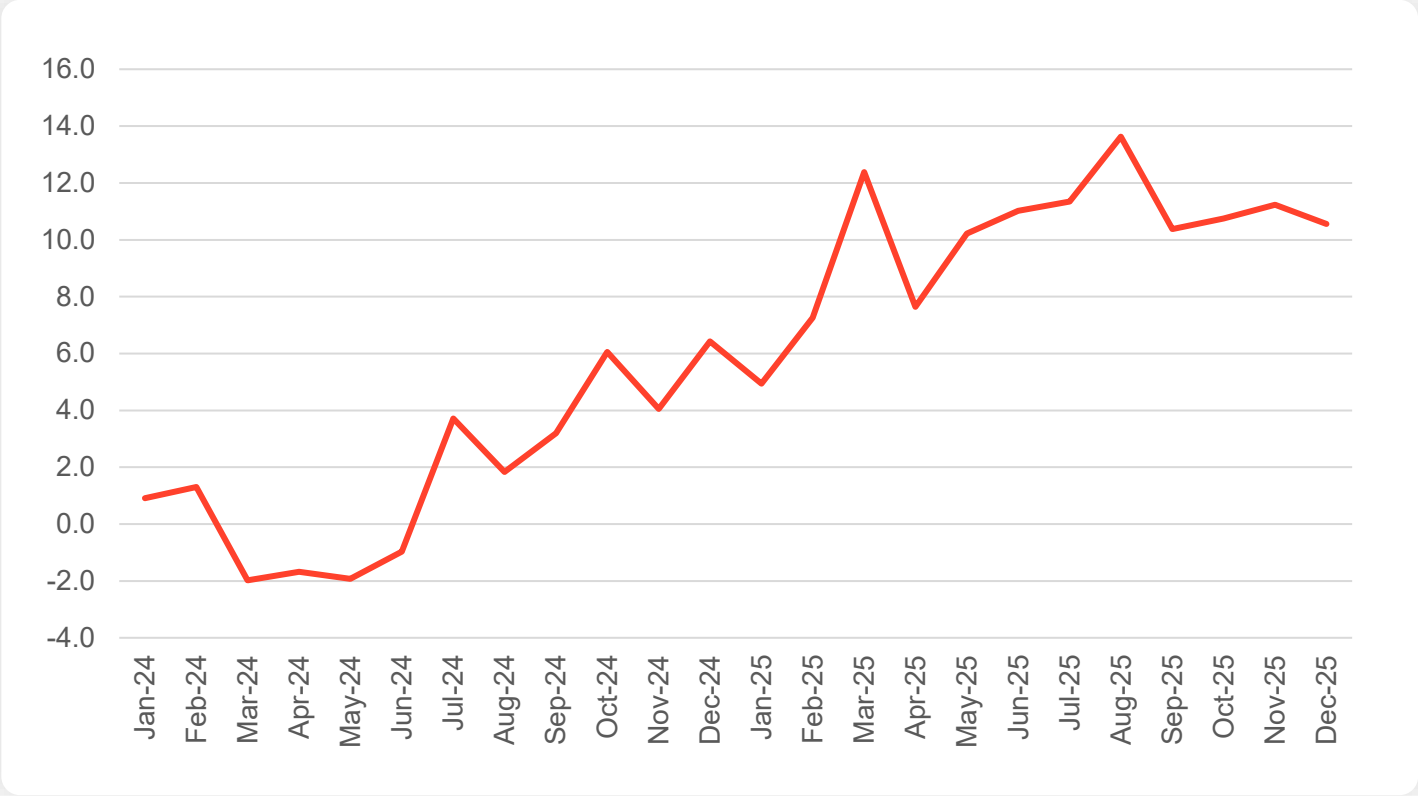
Rank	Brand	Index score 2025	Index score 2024	Increase
1	TikTok	10.1	1.8	**8.3**
2	Qantas	23.4	15.3	**8.1**
3	KFC	21.3	14.6	**6.7**
4	WhatsApp	31.8	25.4	**6.4**
5	Woolworths	24.8	18.4	**6.4**
6	McDonald's	15.4	9.3	**6.1**
7	Coles	25.7	20.3	**5.4**
8	Apple TV+	13.8	8.6	**5.2**
9	Puma	21.4	16.3	**5.1**
10	Pepsi	21.3	16.4	**4.9**

YouGov BrandIndex, January 1, 2025 – December 31, 2025 vs previous year. n> 9,300.

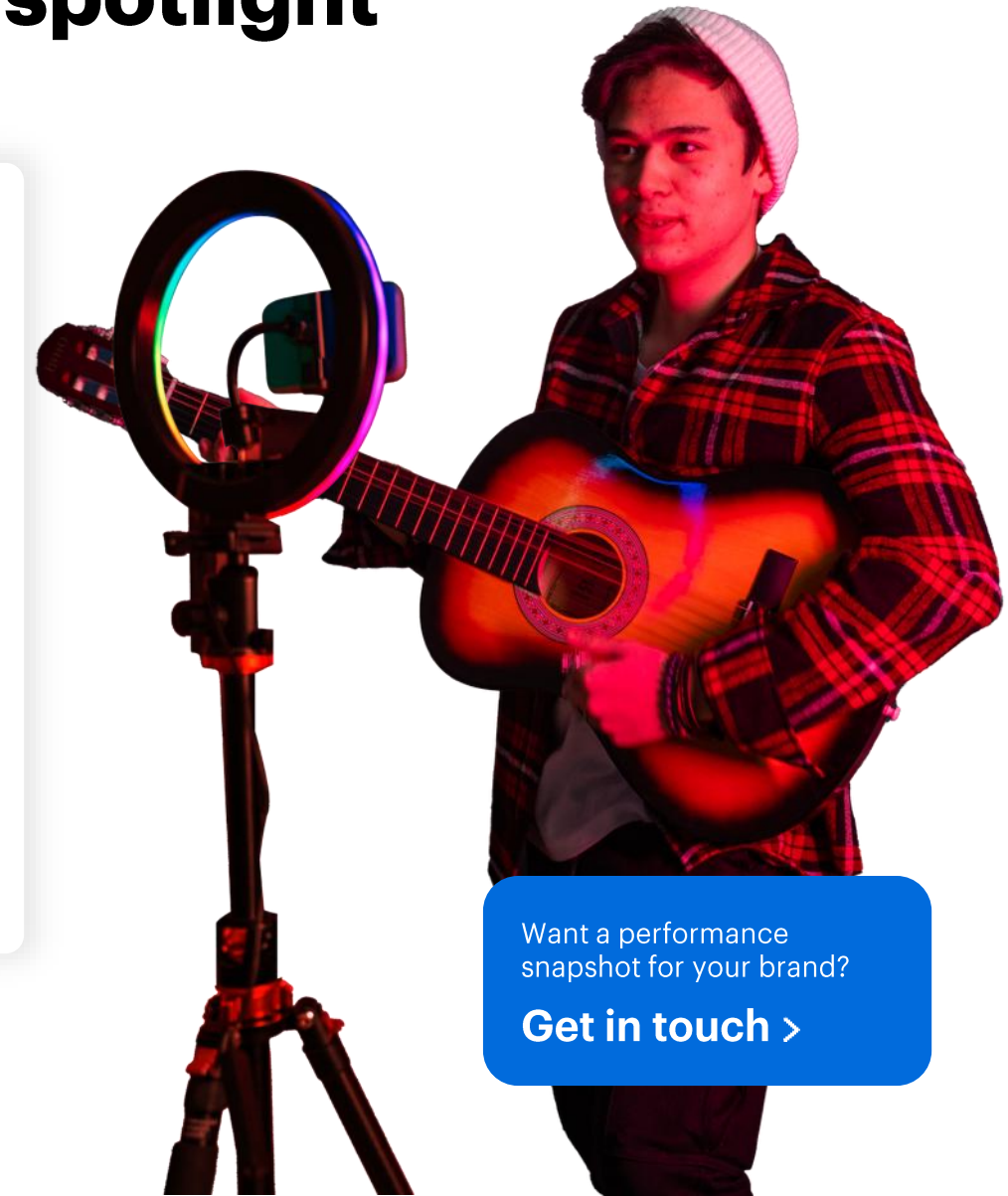
Get in touch Explore brand tracking

• Australia TikTok performance spotlight

Tracking TikTok's year-on-year Index score increase of 8.3 points.



YouGov BrandIndex, January 2024 – December 2025, Net Index score with monthly periodicity. n> 1,000.



Want a performance snapshot for your brand?

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France Top 10 brands

The top 10 brands in France based on average Impression, Quality, Value, Reputation, Satisfaction and Recommend scores for the last 12 months.

Rank	Brand	Overall Index score	Impression	Quality	Value	Reputation	Satisfaction	Recommend
1	Samsung	**51.2**	60.1	60.1	40.9	39.2	53.4	53.8
2	Doliprane	**49.8**	55.5	53.2	46.2	28.9	61.8	53.5
3	Doctolib	**48.5**	58.0	52.3	40.1	29.1	56.7	54.6
4	Google	**46.4**	52.2	51.3	38.5	35.5	52.4	48.5
5	Nintendo	**46.2**	55.4	55.8	31.1	41.5	43.2	50.5
6	Decathlon	**44.0**	51.2	37.8	51.2	25.4	51.3	46.8
7	Leroy Merlin	**42.8**	52.9	47.8	34.3	27.2	48.4	46.3
8	Michelin	**42.4**	52.1	60.4	25.0	36.1	34.9	45.9
9	WhatsApp	**41.7**	48.9	43.4	35.7	22.5	53.0	46.4
10	Amazon	**41.0**	46.2	37.9	42.8	15.6	57.8	45.8

YouGov BrandIndex, January 1, 2025 – December 31, 2025. n> 4,800.

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France Top 10 most-improved brands

The top 10 most-improved brands in France based on year-on-year increase to Index scores.

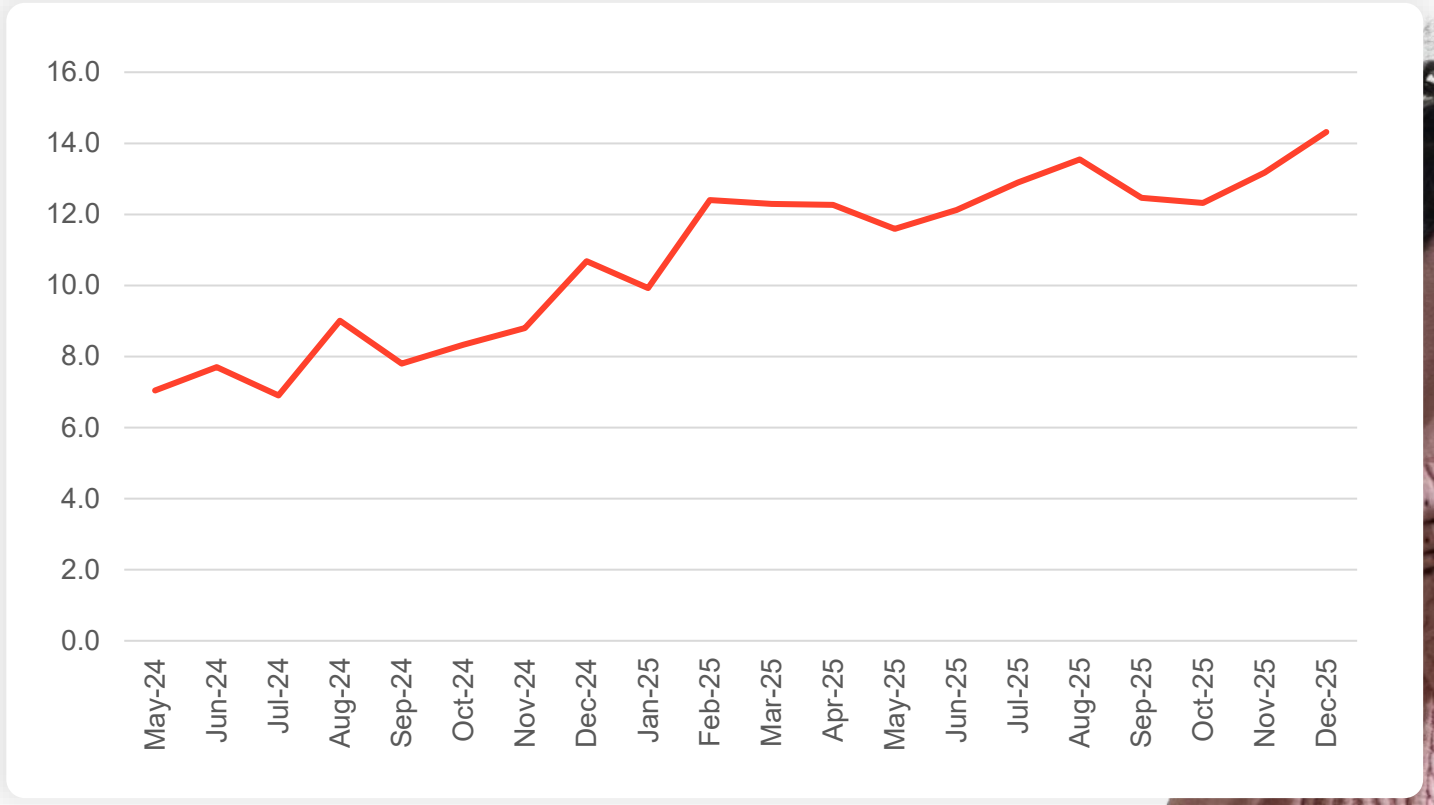
Rank	Brand	Index score 2025	Index score 2024	Increase
1	Ninja	12.4	8.1	**4.3**
2	TotalEnergies	12.7	8.9	**3.8**
3	EDF	38.5	35.1	**3.4**
4	Selectour	4.5	1.1	**3.4**
5	Revolut	7.6	4.8	**2.8**
6	Engie	16.2	13.5	**2.7**
7	RATP	1.4	-1.3	**2.7**
8	Century21	15.4	12.9	**2.5**
9	ENEDIS	8.0	5.5	**2.5**
10	Avène	28.5	26.1	**2.4**

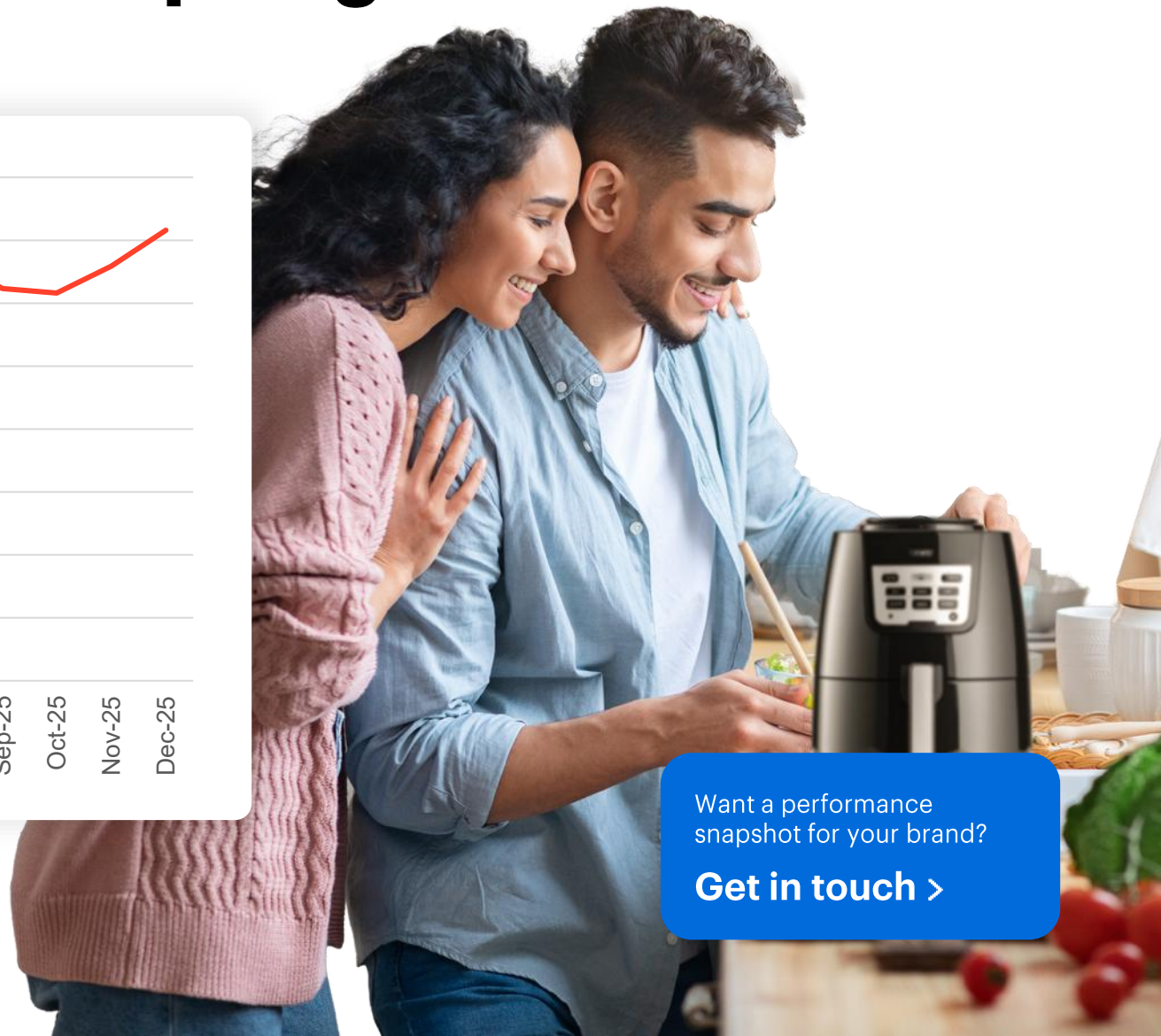
YouGov BrandIndex, January 1, 2025 – December 31, 2025 vs previous year. n> 5,700.

Get in touch Explore brand tracking

France Ninja performance spotlight

Tracking Ninja's year-on-year Index score increase of 4.3 points.





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YouGov BrandIndex, May 2024 – December 2025, Net Index score with monthly periodicity. n> 600.

Germany Top 10 brands

The top 10 brands in Germany based on average Impression, Quality, Value, Reputation, Satisfaction and Recommend scores for the last 12 months.

Rank	Brand	Overall Index score	Impression	Quality	Value	Reputation	Satisfaction	Recommend
1	LEGO	**50.3**	64.5	66.7	23.2	39.3	52.3	55.9
2	dm	**50.2**	60.8	54.6	49.8	23.5	59.8	52.5
3	PayPal	**48.6**	54.1	50.6	50.9	24.6	58.8	52.8
4	Samsung	**46.0**	54.8	55.9	36.2	32.0	50.5	46.6
5	Bosch	**45.1**	56.7	57.3	32.3	33.4	44.0	47.0
6	WhatsApp	**43.1**	50.7	42.1	43.4	16.1	59.3	47.3
7	adidas	**41.8**	51.9	52.5	26.1	30.5	47.3	42.3
8	Nivea	**41.1**	51.8	50.7	31.1	26.8	46.2	40.0
9	Aldi	**40.6**	48.1	41.8	53.8	10.1	48.3	41.5
10	Google	**39.6**	44.3	42.1	34.9	26.3	49.5	40.8

YouGov BrandIndex, January 1, 2025 – December 31, 2025. n> 7,700.

Get in touch Explore brand tracking

Germany Top 10 most-improved brands

The top 10 most-improved brands in Germany based on year-on-year increase to Index scores.

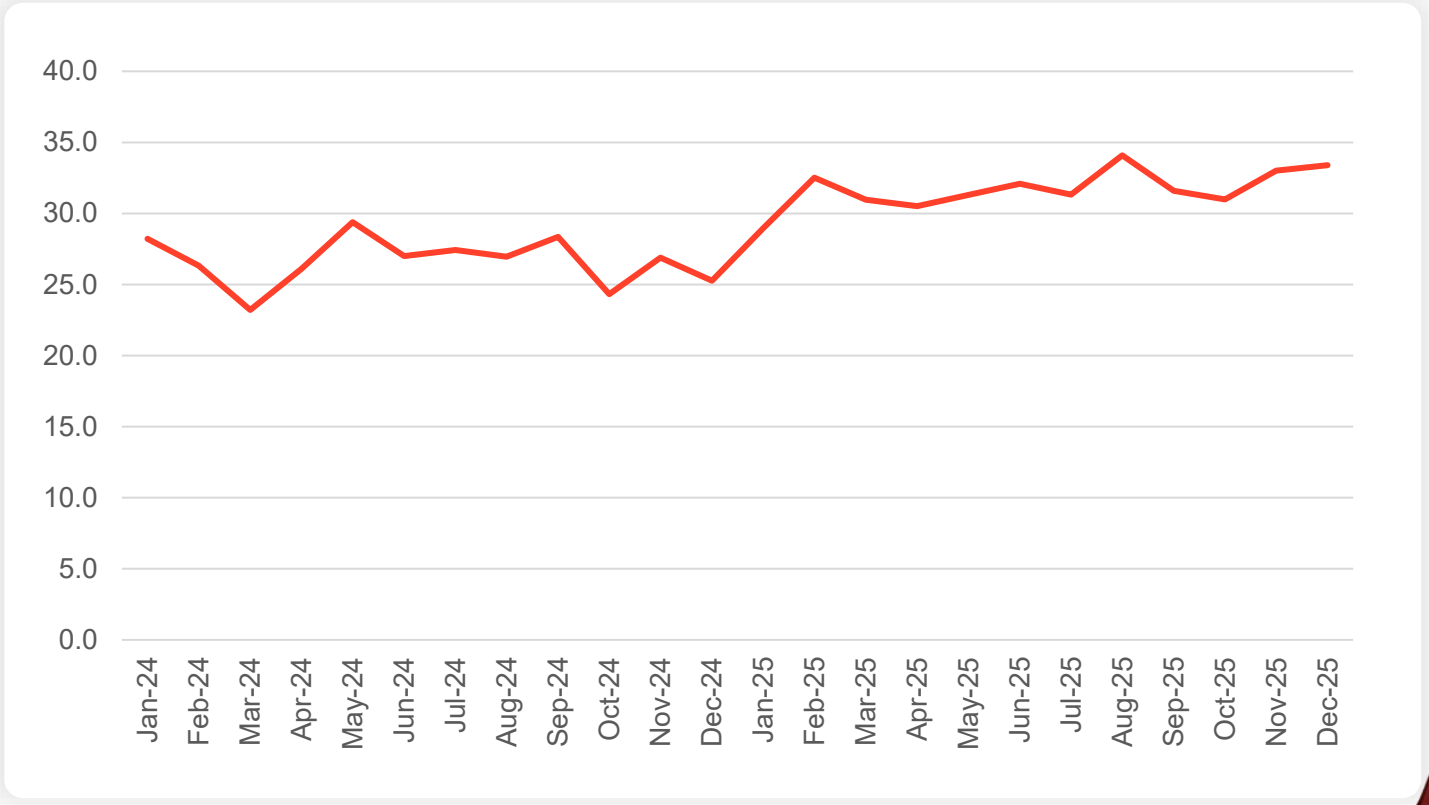
Rank	Brand	Index score 2025	Index score 2024	Increase
1	Lufthansa	31.8	26.6	**5.2**
2	Ninja	11.5	6.5	**5.0**
3	LEGO	50.3	47.1	**3.2**
4	Deutsche Bank	4.3	1.3	**3.0**
5	Netflix	29.8	27.2	**2.6**
6	Decathlon	23.0	20.8	**2.2**
7	Deutsche Telekom	22.1	19.9	**2.2**
8	Otto	23.1	21.0	**2.1**
9	Too Good To Go	22.7	20.6	**2.1**
10	Galeria	13.2	11.2	**2.0**

YouGov BrandIndex, January 1, 2025 – December 31, 2025 vs previous year. n> 11,500.

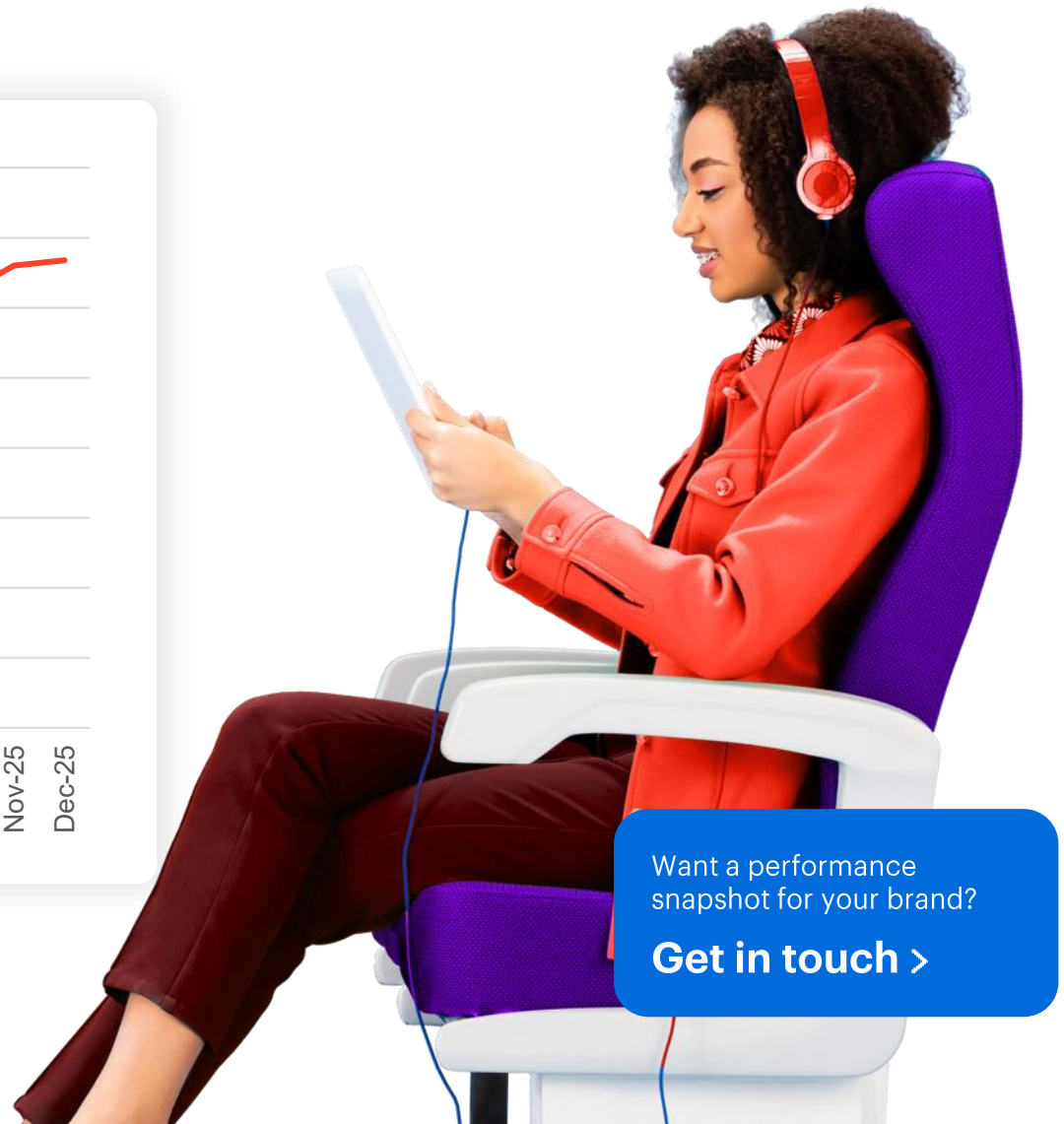
Get in touch Explore brand tracking

• Germany Lufthansa performance spotlight

Tracking Lufthansa's year-on-year Index score increase of 5.2 points.



YouGov BrandIndex, January 2024 – December 2025, Net Index score with monthly periodicity. n> 2,000.



Want a performance snapshot for your brand?

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• Indonesia Top 10 brands

The top 10 brands in Indonesia based on average Impression, Quality, Value, Reputation, Satisfaction and Recommend scores for the last 12 months.

Rank	Brand	Overall Index score	Impression	Quality	Value	Reputation	Satisfaction	Recommend
1	Shopee	**69.5**	73.8	67.5	72.5	61.0	68.1	74.1
2	Indomie	**67.0**	67.1	66.9	66.4	65.7	68.4	67.6
3	WhatsApp	**64.3**	72.7	69.4	57.1	51.2	67.5	68.3
4	Samsung	**63.1**	68.0	70.4	52.7	68.9	51.4	67.2
5	YouTube	**57.7**	62.5	61.6	50.4	55.0	57.4	59.0
6	Tolak Angin	**54.5**	58.4	57.4	53.9	51.2	50.1	56.1
7	Traveloka	**51.5**	57.4	55.2	51.1	44.3	44.3	56.6
8	Le Minerale	**50.5**	54.9	54.7	51.0	43.1	47.9	51.5
9	Indofood	**49.1**	49.1	49.5	43.6	57.3	46.2	49.0
10	Instagram	**48.8**	53.6	54.4	40.0	45.3	47.8	52.1

YouGov BrandIndex, January 1, 2025 – December 31, 2025. n> 7,600.

Get in touch Explore brand tracking

• Indonesia Top 10 most-improved brands

The top 10 most-improved brands in Indonesia based on year-on-year increase to Index scores.

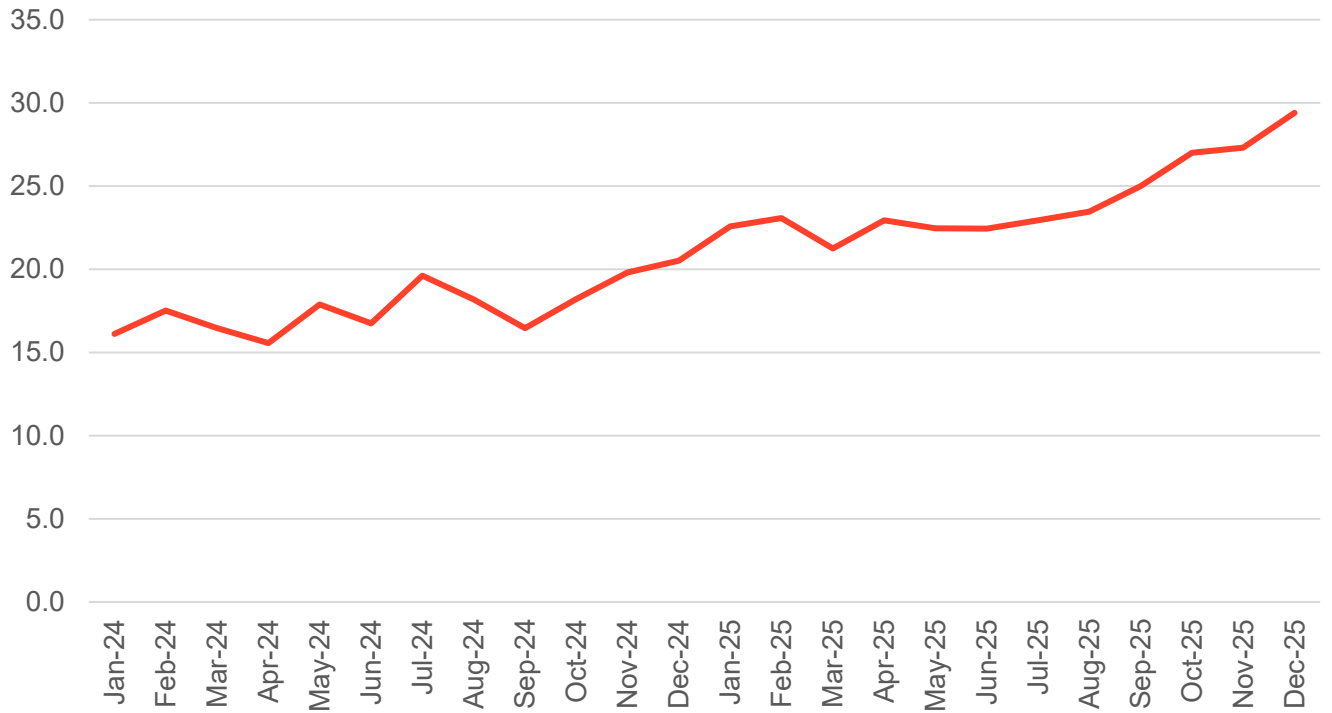
Rank	Brand	Index score 2025	Index score 2024	Increase
1	SeaBank	24.2	17.8	**6.4**
2	TikTok Shop	33.9	27.6	**6.3**
3	MR. D.I.Y.	30.2	24.4	**5.8**
4	Huawei	15.1	9.9	**5.2**
5	Threads	9.7	4.9	**4.8**
6	Domino's Pizza	15.6	10.9	**4.7**
7	Wardah	41.0	36.4	**4.6**
8	Nestlé Pure Life	22.7	18.1	**4.6**
9	Greenfields	28.6	24.3	**4.3**
10	Cetaphil	17.2	12.9	**4.3**

YouGov BrandIndex, January 1, 2025 – December 31, 2025 vs previous year. n> 7,600.

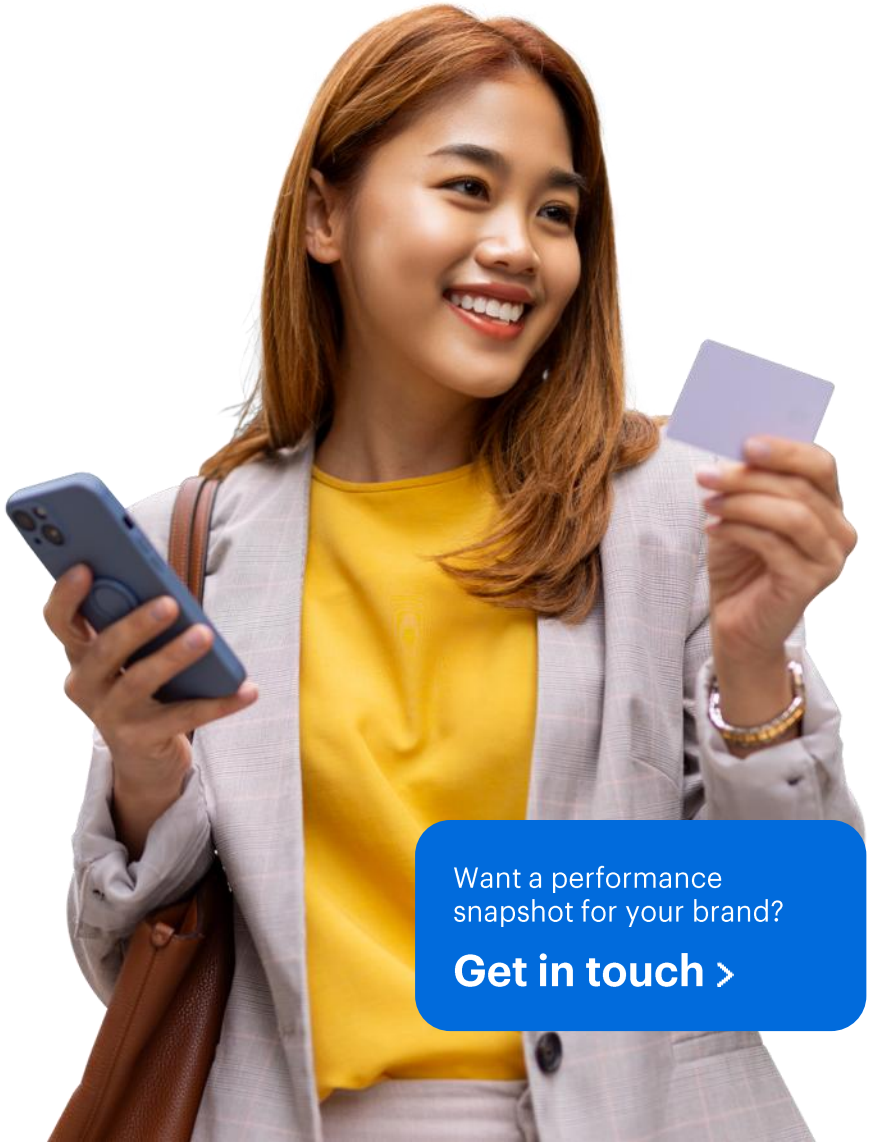
Get in touch Explore brand tracking

• Indonesia SeaBank performance spotlight

Tracking SeaBank's year-on-year Index score increase of 6.4 points.



YouGov BrandIndex, January 2024 – December 2025, Net Index score with monthly periodicity. n> 1,200.



Want a performance snapshot for your brand?

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• Saudi Arabia Top 10 brands

The top 10 brands in the Kingdom of Saudi Arabia based on average Impression, Quality, Value, Reputation, Satisfaction and Recommend scores for the last 12 months.

Rank	Brand	Overall Index score	Impression	Quality	Value	Reputation	Satisfaction	Recommend
1	Alrajhi Bank	**56.6**	59.1	59.2	54.0	58.9	50.8	57.7
2	Almarai	**55.7**	59.2	57.8	50.9	56.4	53.1	57.1
3	Al Baik	**55.1**	58.2	55.3	56.9	50.9	52.9	56.6
4	Saudia (Saudi Airlines)	**55.1**	59.3	57.9	47.8	58.4	48.9	58.4
5	adidas	**54.1**	58.6	58.6	47.2	56.4	47.9	55.8
6	Samsung	**47.5**	51.4	49.2	45.1	48.4	42.5	48.4
7	STC Saudi Telecom	**46.4**	50.7	49.1	39.0	52.5	39.7	47.1
8	Toyota	**45.5**	51.1	47.3	45.0	45.7	35.9	48.2
9	SADAFCO	**44.6**	48.9	45.5	40.6	45.8	40.2	46.5
10	YouTube	**43.4**	48.8	46.6	39.1	42.2	38.8	45.2

YouGov BrandIndex, January 1, 2025 – December 31, 2025. n> 6,500.

Get in touch Explore brand tracking

• Saudi Arabia Top 10 most-improved brands

The top 10 most-improved brands in the Kingdom of Saudi Arabia based on year-on-year increase to Index scores.

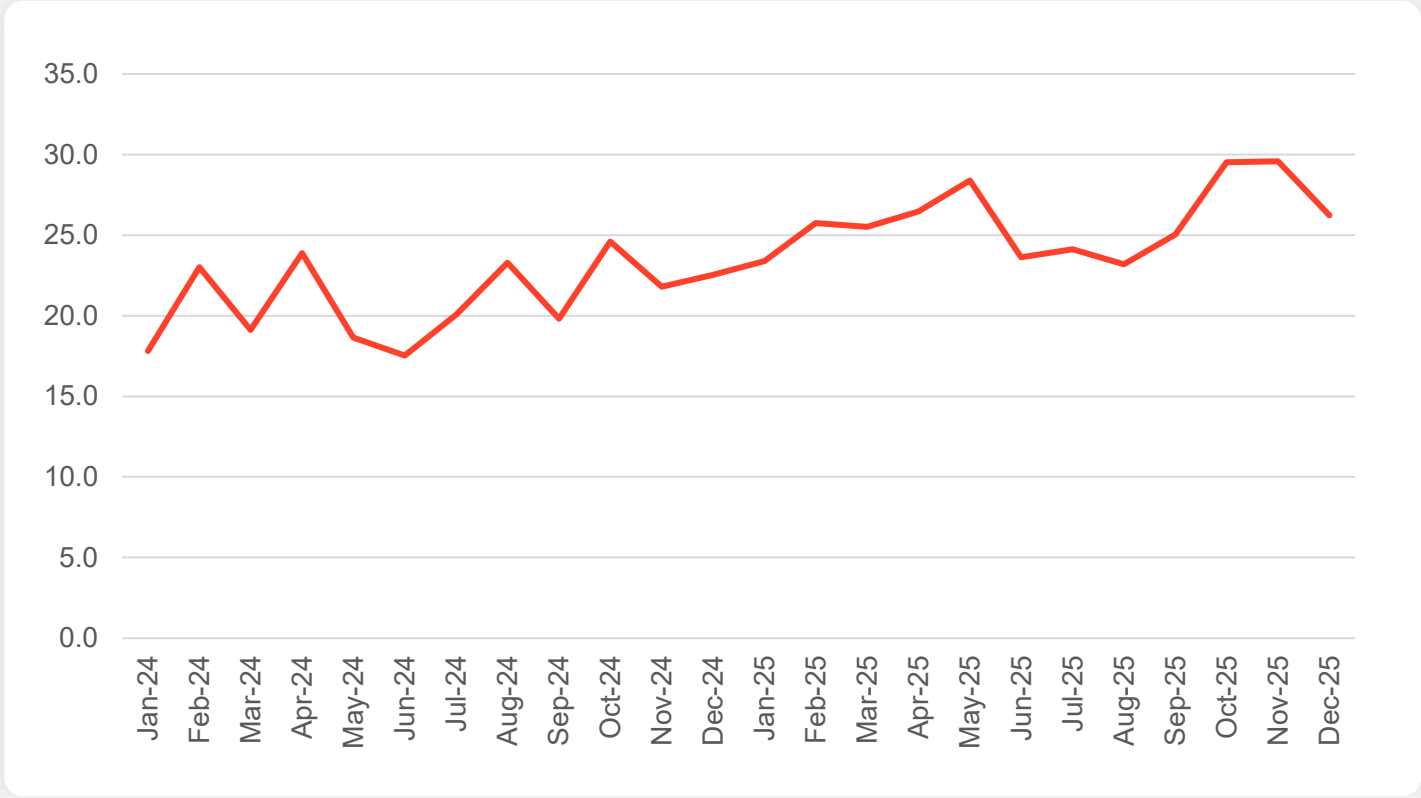
Rank	Brand	Index score 2025	Index score 2024	Increase
1	TikTok	25.9	21.0	**4.9**
2	Samsung Pay	13.5	9.1	**4.4**
3	McDonald's	19.2	15.1	**4.1**
4	Qiddiya	32.5	29.0	**3.5**
5	Pepsi	27.4	24.1	**3.3**
6	KFC	15.7	12.4	**3.3**
7	Hardee's	12.8	9.7	**3.1**
8	Starbucks	11.4	8.4	**3.0**
9	Asics	10.6	7.7	**2.9**
10	Herfy	17.9	15.1	**2.8**

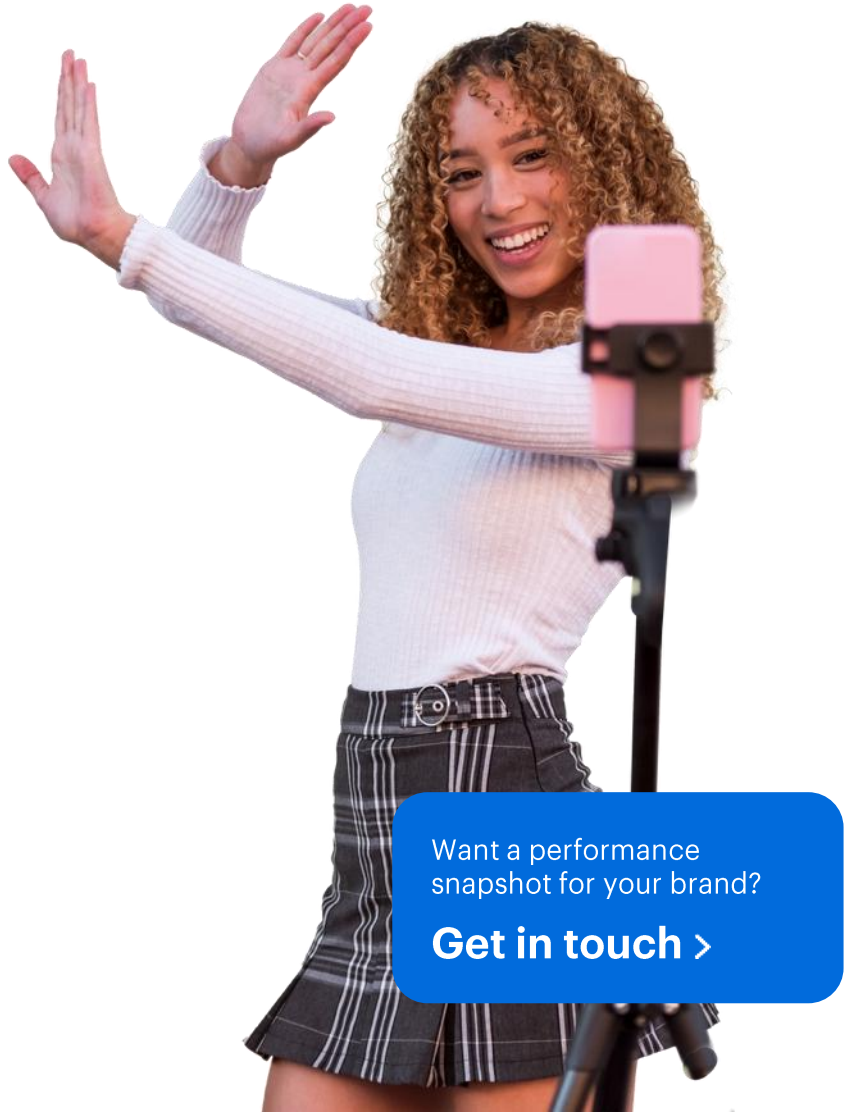
YouGov BrandIndex, January 1, 2025 – December 31, 2025 vs previous year. n> 6,500.

Get in touch Explore brand tracking

• Saudi Arabia TikTok performance spotlight

Tracking TikTok's year-on-year Index score increase of 4.9 points.





Want a performance snapshot for your brand?

Get in touch ›

YouGov BrandIndex, January 2024 – December 2025, Net Index score with monthly periodicity. n> 500.

Singapore Top 10 brands

The top 10 brands in Singapore based on average Impression, Quality, Value, Reputation, Satisfaction and Recommend scores for the last 12 months.

Rank	Brand	Overall Index score	Impression	Quality	Value	Reputation	Satisfaction	Recommend
1	Singapore Airlines	**57.6**	65.5	65.7	35.7	60.8	55.5	62.5
2	Shopee	**52.0**	58.6	43.2	55.7	35.3	60.6	58.5
3	WhatsApp	**49.6**	55.7	49.9	43.2	35.4	58.8	54.3
4	Changi Airport (including Jewel Changi Airport)	**46.7**	51.2	49.3	38.6	44.3	48.9	47.9
5	Uniqlo	**46.1**	51.5	47.2	45.2	34.1	49.6	48.8
6	FairPrice	**43.5**	51.0	41.2	43.5	24.7	53.4	47.4
7	YouTube	**42.6**	46.9	42.5	34.7	39.0	47.1	45.4
8	Google	**41.4**	42.2	40.4	31.6	46.5	44.4	43.6
9	Channel News Asia	**41.2**	44.6	45.7	35.6	39.6	37.1	44.8
10	Netflix	**40.6**	43.1	46.6	29.5	44.8	36.6	43.0

YouGov BrandIndex, January 1, 2025 – December 31, 2025. n> 5,200.

Get in touch Explore brand tracking

Singapore Top 10 most-improved brands

The top 10 most-improved brands in Singapore based on year-on-year increase to Index scores.

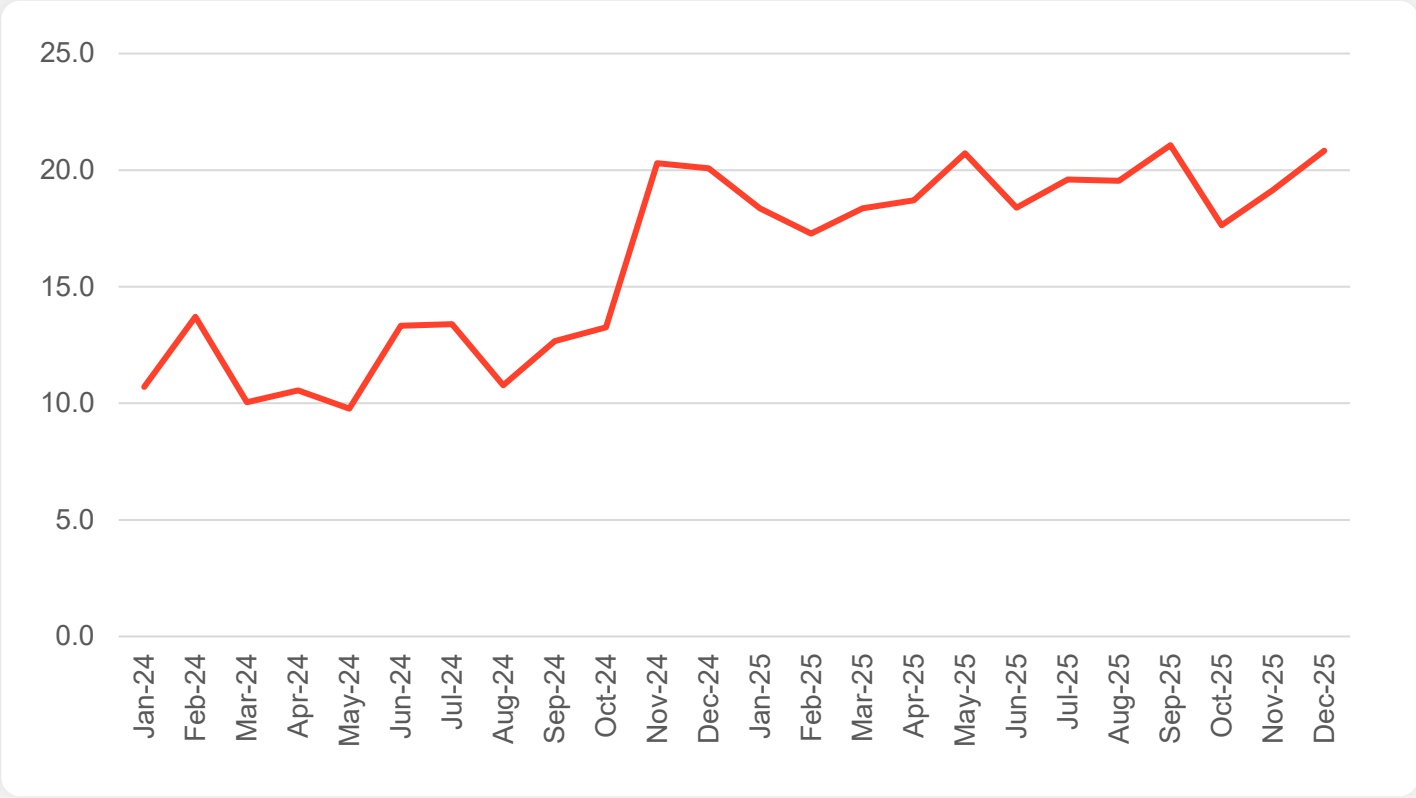
Rank	Brand	Index score 2025	Index score 2024	Increase
1	Japan Airlines	19.1	13.2	**5.9**
2	KFC	20.3	14.8	**5.5**
3	TikTok	22.4	18.2	**4.2**
4	Trip.com	21.9	17.7	**4.2**
5	Burger King	21.8	17.9	**3.9**
6	McDonald's	35.4	31.8	**3.6**
7	Pizza Hut	16.9	13.6	**3.3**
8	Taobao	13.8	10.7	**3.1**
9	Deliveroo	7.7	4.7	**3.0**
10	Singtel TV	8.8	5.9	**2.9**

YouGov BrandIndex, January 1, 2025 – December 31, 2025 vs previous year. n> 5,300.

Get in touch Explore brand tracking

• Singapore Japan Airlines performance spotlight

Tracking Japan Airlines' year-on-year Index score increase of 5.9 points.





Want a performance snapshot for your brand?

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YouGov BrandIndex, January 2024 – December 2025, Net Index score with monthly periodicity. n> 700.

Spain Top 10 brands

The top 10 brands in Spain based on average Impression, Quality, Value, Reputation, Satisfaction and Recommend scores for the last 12 months.

Rank	Brand	Overall Index score	Impression	Quality	Value	Reputation	Satisfaction	Recommend
1	WhatsApp	**54.4**	63.7	58.4	49.2	34.8	61.1	59.3
2	Fairy	**49.3**	59.8	60.2	36.0	37.4	51.2	51.2
3	Amazon	**47.9**	56.4	48.5	42.3	33.5	54.4	52.5
4	Nivea	**47.9**	54.7	47.9	49.4	38.9	49.0	47.3
5	Google	**47.1**	53.3	53.5	36.5	45.1	47.1	47.4
6	Amazon Prime	**44.0**	49.1	49.6	39.3	35.3	45.3	45.7
7	YouTube	**41.6**	50.9	46.9	32.6	34.7	40.7	44.0
8	KH7	**41.3**	52.4	51.3	26.9	31.7	41.8	43.6
9	Oral B	**41.2**	51.3	51.6	28.9	34.7	38.8	42.0
10	Ferrero Rocher	**40.9**	50.1	54.1	16.3	41.4	39.2	44.5

YouGov BrandIndex, January 1, 2025 – December 31, 2025. n> 6,500.

Get in touch Explore brand tracking

Spain Top 10 most-improved brands

The top 10 most-improved brands in Spain based on year-on-year increase to Index scores.

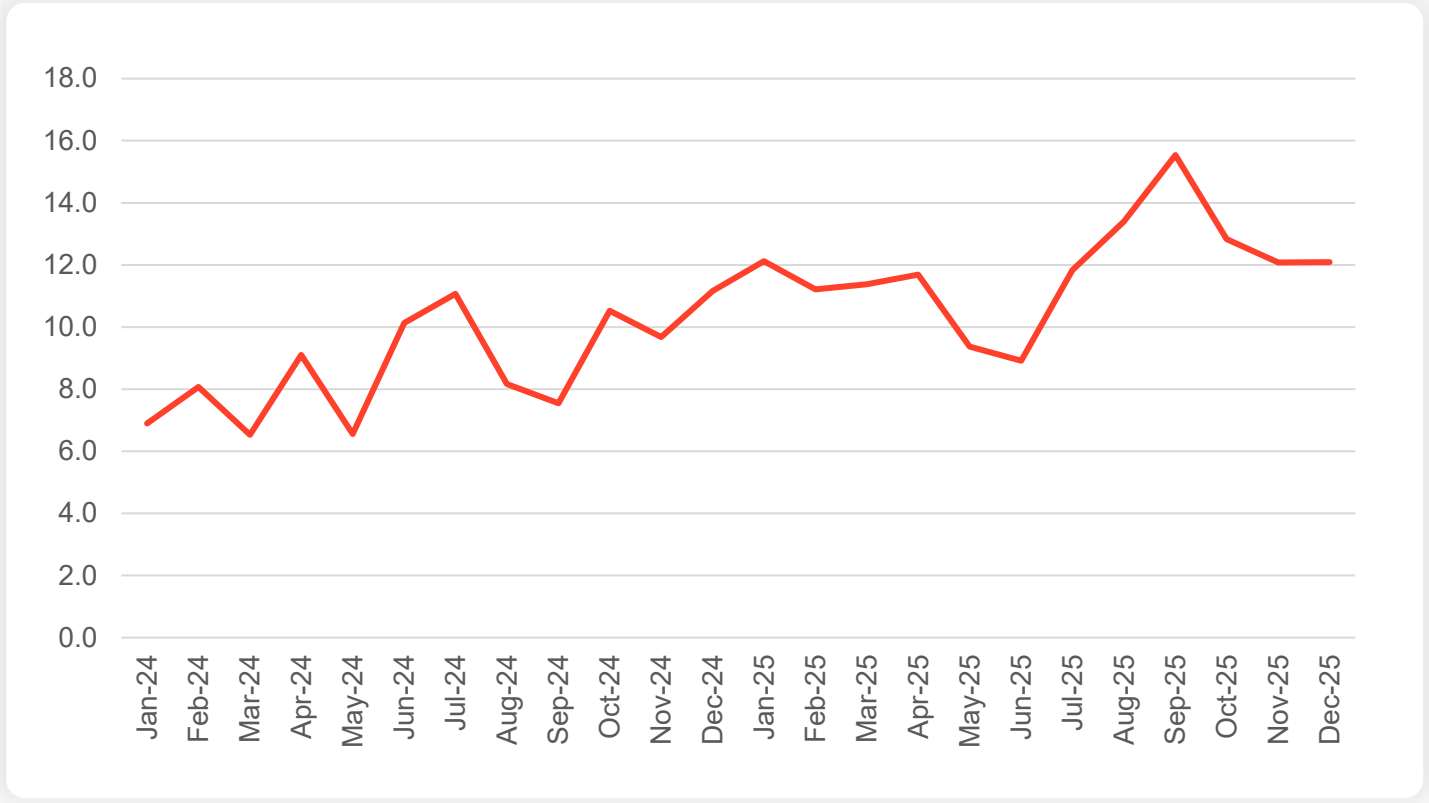
Rank	Brand	Index score 2025	Index score 2024	Increase
1	Revolut	11.9	8.8	**3.1**
2	Hacendado	40.8	37.8	**3.0**
3	Jysk	8.4	6.3	**2.1**
4	Mercadona	34.4	32.4	**2.0**
5	Día	13.3	11.4	**1.9**
6	Vodafone	0.7	-1.2	**1.9**
7	Propalgina	4.6	2.8	**1.8**
8	Instituto Español	21.7	20.0	**1.7**
9	Carretilla	21.7	20.1	**1.6**
10	Consum	11.7	10.1	**1.6**

YouGov BrandIndex, January 1, 2025 – December 31, 2025 vs previous year. n> 6,000.

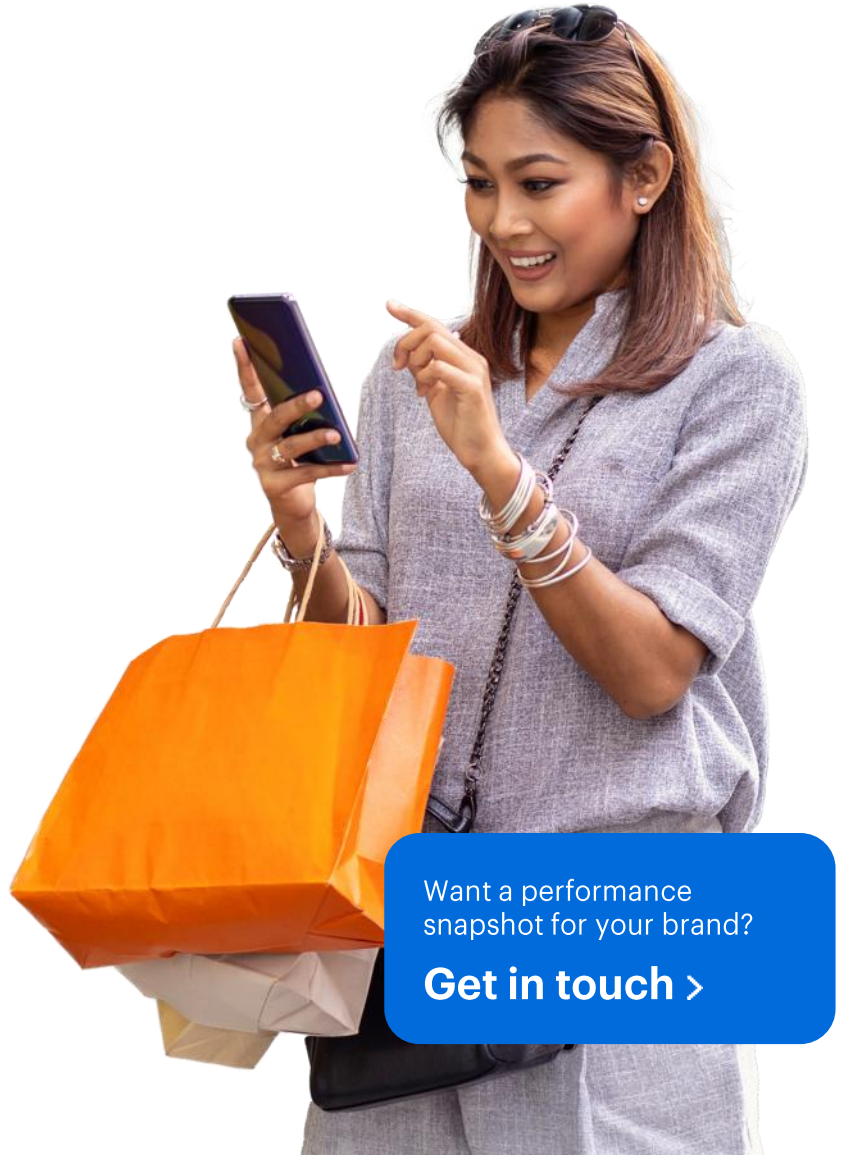
Get in touch Explore brand tracking

• Spain Revolut performance spotlight

Tracking Revolut's year-on-year Index score increase of 3.1 points.



YouGov BrandIndex, January 2024 – December 2025, Net Index score with monthly periodicity. n> 600.



Want a performance snapshot for your brand?

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• United Kingdom Top 10 brands

The top 10 brands in the UK based on average Impression, Quality, Value, Reputation, Satisfaction and Recommend scores for the last 12 months.

Rank	Brand	Overall Index score	Impression	Quality	Value	Reputation	Satisfaction	Recommend
1	Marks & Spencer	**52.7**	60.6	66.5	30.0	44.5	61.2	53.5
2	IKEA	**45.6**	55.4	35.3	49.0	30.6	54.2	48.8
3	Samsung	**43.7**	49.8	53.0	31.3	39.6	45.4	43.0
4	John Lewis	**42.2**	49.1	59.0	17.8	44.0	41.8	41.3
5	Netflix	**40.2**	47.3	45.6	26.9	35.4	43.7	42.3
6	WhatsApp	**38.4**	47.9	37.1	28.8	20.9	51.1	44.7
7	Sony	**38.4**	46.8	49.0	23.0	39.2	36.7	35.5
8	Lindt	**38.4**	48.7	54.5	5.9	36.3	42.6	42.0
9	Boots	**37.7**	48.4	40.3	24.3	23.8	50.7	38.6
10	Cadbury	**37.3**	45.7	36.4	24.4	31.9	48.1	37.3

YouGov BrandIndex, January 1, 2025 – December 31, 2025. n> 12,600.

Get in touch Explore brand tracking

• United Kingdom Top 10 most-improved brands

The top 10 most-improved brands in the UK based on year-on-year increase to Index scores.

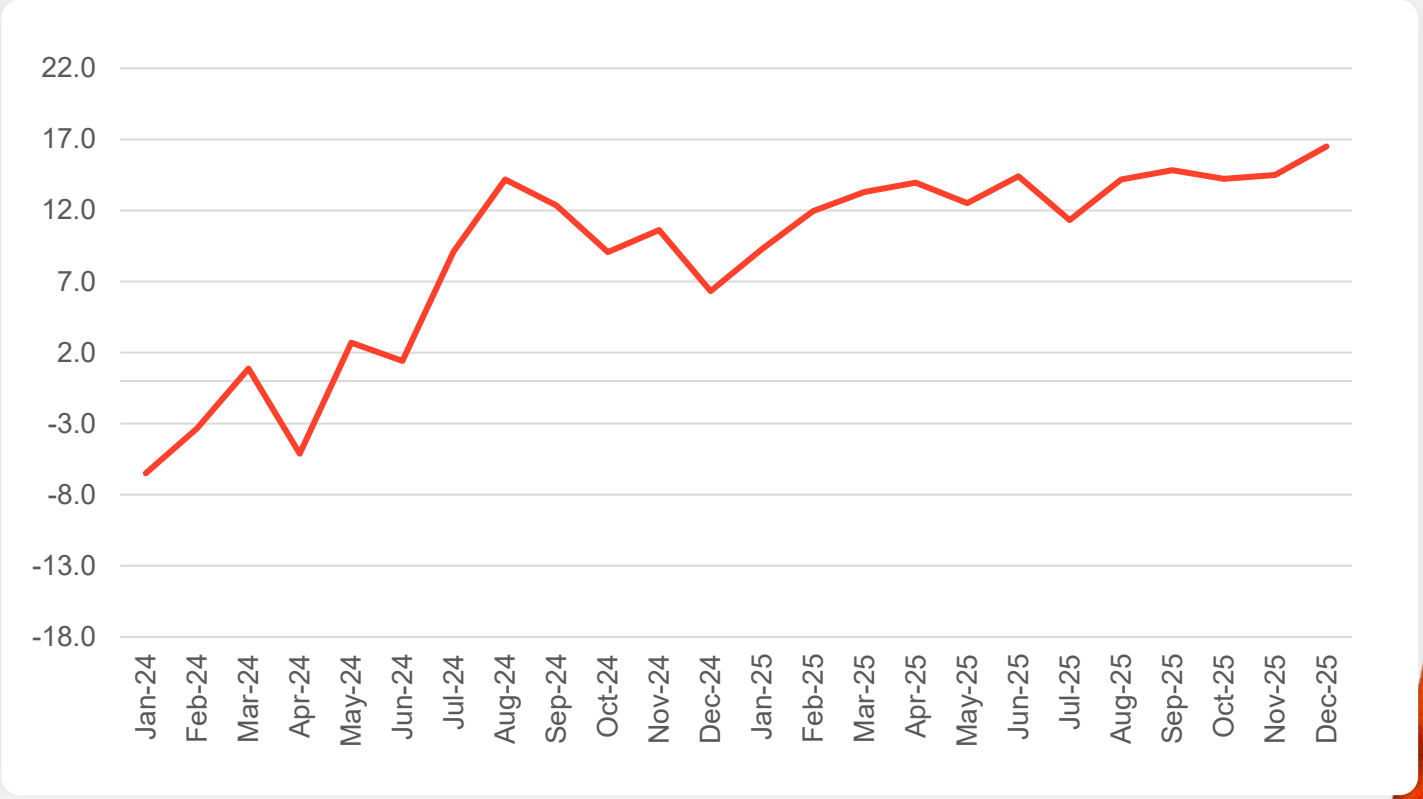
Rank	Brand	Index score 2025	Index score 2024	Increase
1	Post Office	13.4	4.5	**8.9**
2	Royal Mail	16.7	11.7	**5.0**
3	Fujitsu	2.9	-1.0	**3.9**
4	J D Wetherspoon	14.1	11.0	**3.1**
5	Henry	16.4	13.4	**3.0**
6	British Gas	1.2	-1.8	**3.0**
7	Nationwide	27.0	24.2	**2.8**
8	Octopus Energy	24.4	21.6	**2.8**
9	Tesco Clubcard	32.7	30.3	**2.4**
10	Cruzcampo	7.3	5.0	**2.3**

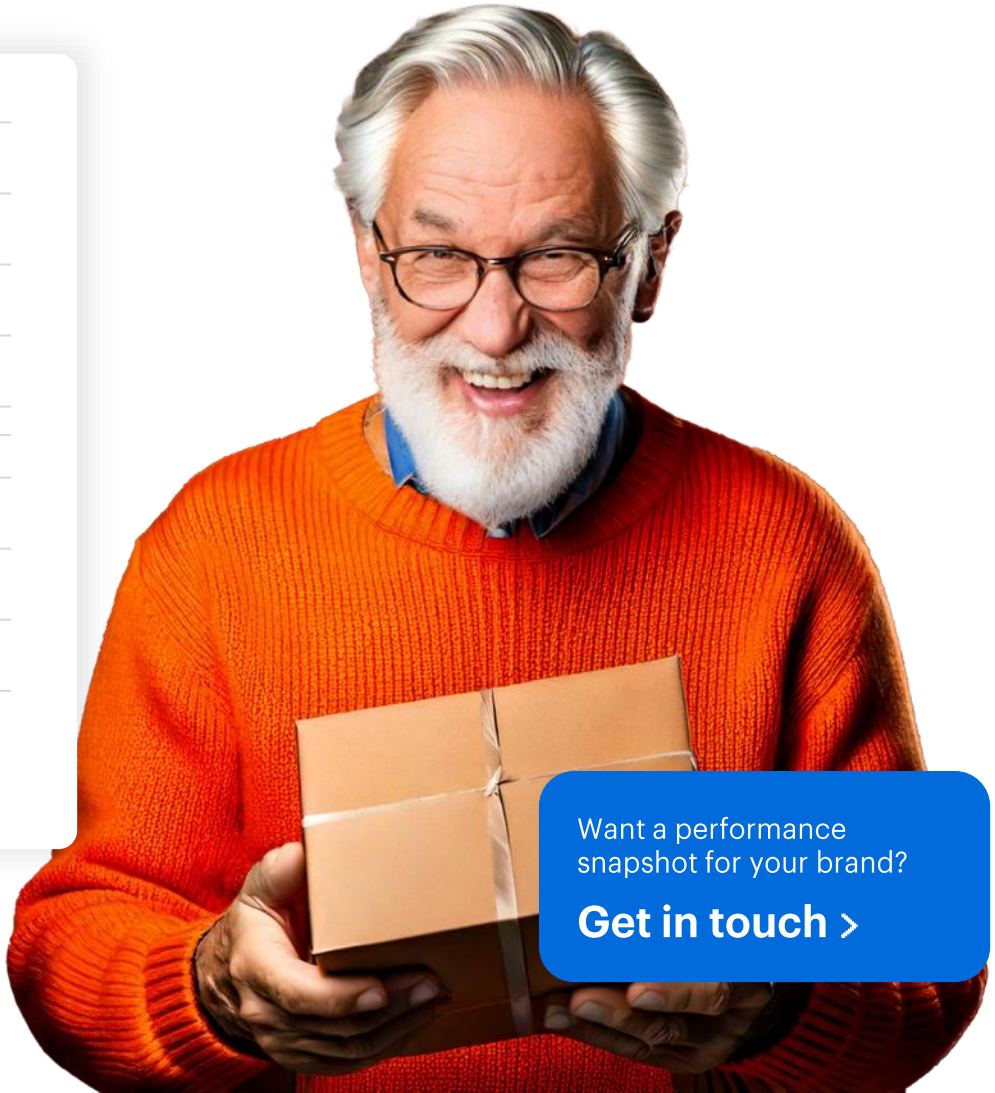
YouGov BrandIndex, January 1, 2025 – December 31, 2025 vs previous year. n> 12,700.

Get in touch Explore brand tracking

• United Kingdom Post Office performance spotlight

Tracking Post Office's year-on-year Index score increase of 8.9 points.





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YouGov BrandIndex, January 2024 – December 2025, Net Index score with monthly periodicity. n> 2,100.

United States Top 10 brands

The top 10 brands in the US based on average Impression, Quality, Value, Reputation, Satisfaction and Recommend scores for the last 12 months.

Rank	Brand	Overall Index score	Impression	Quality	Value	Reputation	Satisfaction	Recommend
1	Amazon	**54.5**	55.3	55.5	56.8	37.2	63.1	59.0
2	BAND-AID	**53.0**	62.3	60.2	41.6	40.8	58.5	54.4
3	Dawn	**51.7**	60.1	58.6	46.4	34.5	57.0	53.4
4	Dove	**48.5**	56.8	53.4	47.0	38.7	47.2	47.7
5	Samsung	**47.9**	55.2	54.7	41.0	41.4	46.8	48.3
6	St. Jude Children's Research Hospital	**47.0**	61.2	54.1	48.5	49.0	20.5	48.6
7	M&M's	**45.9**	60.0	46.7	33.5	34.9	53.2	46.8
8	Amazon Prime	**44.9**	48.9	49.0	44.4	33.4	45.9	48.0
9	YouTube	**44.8**	53.9	45.9	37.1	34.1	49.6	48.0
10	Tylenol	**44.4**	51.4	51.8	35.6	32.7	49.2	45.6

YouGov BrandIndex, January 1, 2025 – December 31, 2025. n> 18,400.

Get in touch Explore brand tracking

United States Top 10 most-improved brands

The top 10 most-improved brands in the US based on year-on-year increase to Index scores.

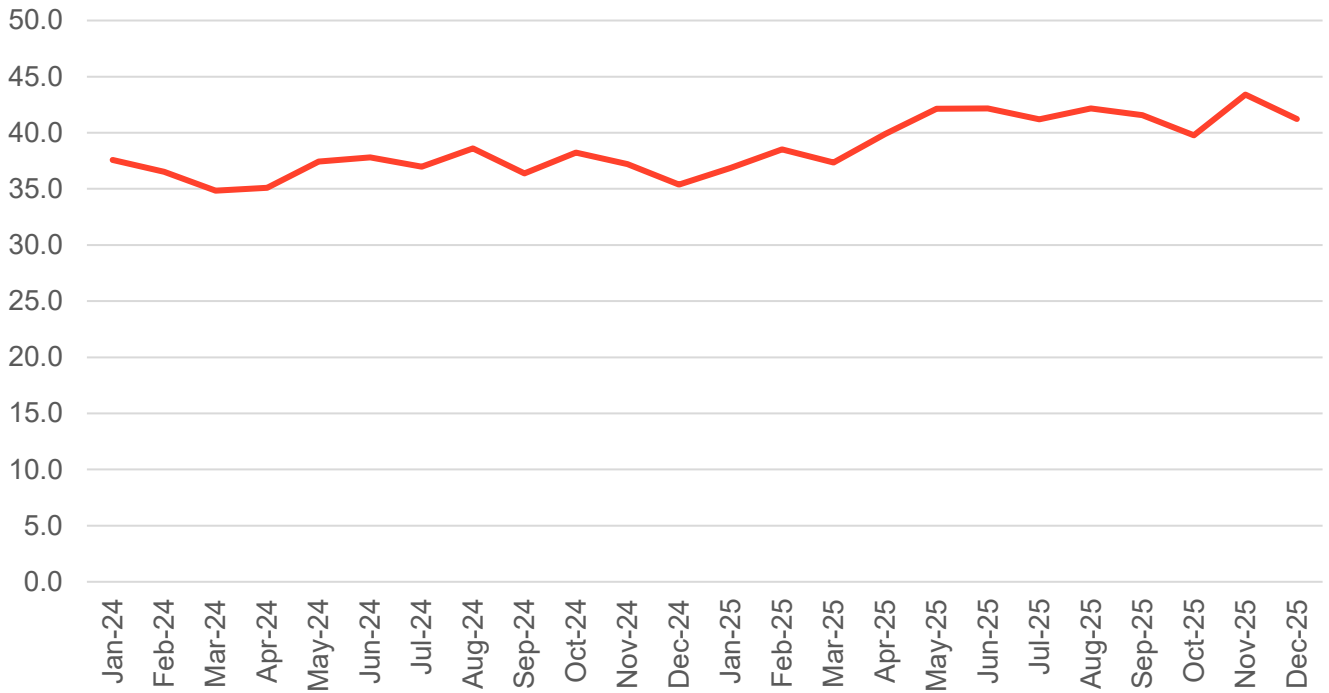
Rank	Brand	Index score 2025	Index score 2024	Increase
1	Cheerios	40.6	36.8	**3.8**
2	Reese's	40.4	36.8	**3.6**
3	Skechers	37.0	34.1	**2.9**
4	General Mills	35.9	33.1	**2.8**
5	Lindt	28.1	25.3	**2.8**
6	Jersey Mike's	18.4	15.8	**2.6**
7	BAND-AID	53.0	50.5	**2.5**
8	Johnson & Johnson	31.1	28.6	**2.5**
9	Dunkin'	25.8	23.3	**2.5**
10	Tyson	21.8	19.3	**2.5**

YouGov BrandIndex, January 1, 2025 – December 31, 2025 vs previous year. n> 21,300.

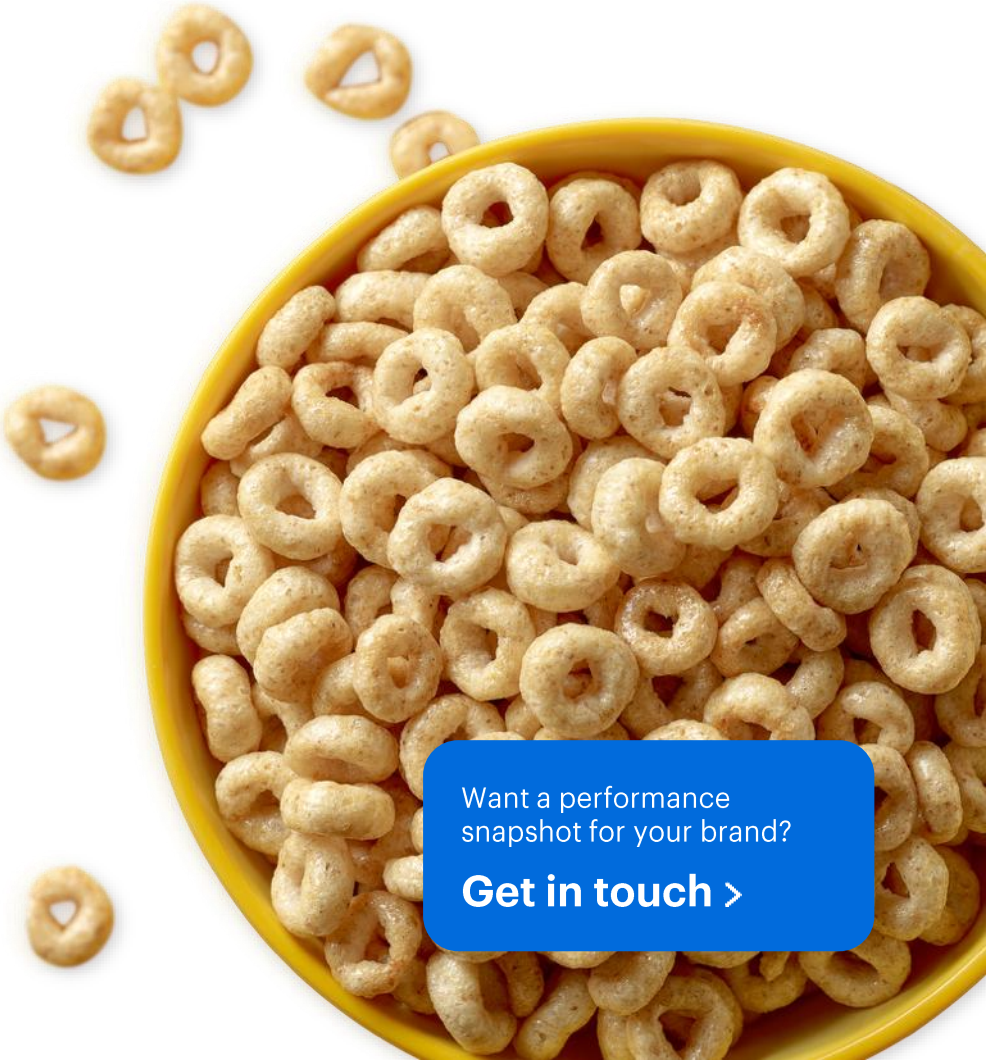
Get in touch Explore brand tracking

• United States Cheerios performance spotlight

Tracking Cheerios' year-on-year Index score increase of 3.8 points.



YouGov BrandIndex, January 2024 – December 2025, Net Index score with monthly periodicity. n> 1,600.



Want a performance snapshot for your brand?

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Spotted a competitor in the rankings?

The best brands don't rank by accident. When it comes to brand health, the strongest brands know exactly where they stand.

Keep up with the competition through brand tracking that's tailored to your industry and built to track the metrics that matter. Unlock reliable intelligence from the global leader in daily brand tracking.

Explore brand tracking





Metrics

Advertising awareness

Methodology

YouGov Best Brand Rankings 2026 are powered by YouGov's always-on brand tracker, YouGov BrandIndex.

Based on over six million consumer surveys in 28 markets, rankings are based on brands' Index scores between January 1st, 2025, and December 31st, 2025. The Index score summarizes six metrics of brand health:

•Impression: Do people have a positive or negative impression of the brand?
•Quality: Do people perceive the brand's products or services as good or poor-quality?
•Value: Does the brand offer good or poor value for money?
•Satisfaction: Are consumers satisfied or dissatisfied with their experience of the brand?
•Reputation: Would people be proud or embarrassed to work for the brand?
•Recommend: Would people recommend the brand to others or tell them to avoid it?

To qualify for YouGov Best Brand Rankings, brands must be tracked in a minimum of 10 of the 28 markets analyzed in total. The markets are Australia, Brazil, Canada, China, Colombia, Denmark, Egypt, France, Germany, India, Indonesia, Italy, Japan, Malaysia, Mexico, Netherlands, Norway, Philippines, Poland, Saudi Arabia, Singapore, Spain, Sweden, Thailand, United Arab Emirates, United Kingdom, United States, and Vietnam. Global Index scores are an average of individual market scores. All scores are rounded to one decimal place. If brands have the same rounded score, rank is determined by differences beyond the first decimal place. Percentage point change is calculated for brands that have scores available for at least 18 months (548 days).

Brands that are tracked across multiple sectors are ranked based on their highest-ranking sector per market. Both parent and child brands, such as Google and YouTube, are included to allow for greater granularity in performance tracking. Brands must have a minimum sample size of 300 to be included. For a brand to qualify as a top 10 brand, it must have scores available for at least 6 months (183 days).

Qualitative analysis for top-performing brands comes from YouGov BrandIndex Voices. AI-powered interview conversations and analysis uncover the 'why' behind consumer opinion and explore the themes that consumers want to talk about. Responses were collected from a minimum of 100 adults in the U.S. who have a positive impression about the brand between January 2-9, 2026.

Market-level analyses are based on Index scores in the indicated market. Top improvers are ranked based on year-on-year improvement to Index score from 2024 to 2025. All scores are rounded to one decimal place. For brands with the same change in score, ranking is based on the highest 2025 Index score.

For a brand to qualify as a most-improved brand, it must have scores available for at least 18 months (548 days). Improver brands with negative 2025 scores have been omitted from the top 10.

YouGov

Thank you

/Research Reality

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